

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXIX.

NEW YORK, DECEMBER 29, 1909.

No. 13.



Our point is that **THE TRADE MARK IS THE THING.** If we owned a mill we would have a trademark. If we were middlemen we would have one.

The middleman who does not work on the trademark-advertising basis, whether he sells peanut roasters or silk ribbons, has only a transient ownership of his business.

We like to work out trademark-advertising propositions with middlemen who have judgment and nerve, as well as with manufacturers.

Correspondence on the subject is worth while—may uncover the very thing you can advertise with prodigious success.

New York

Philadelphia

Boston

# Are Automobile Sales Proof of Buying- Power?

**P**ROFITABLE sales, understand, of high-grade machines—are such sales, proof that the readers of standard farm papers are good prospects for every sort of high-grade merchandise?

Know, then, that standard farm paper advertising *does* sell automobiles. "Our present contract for advertising in the farm papers you represent will shortly terminate," writes the Maxwell Briscoe Motor Co., "and without hesitation, we are glad to inform you that we will entertain a new one just as soon as you can make it your pleasure to wait upon us. We may add that the intelligent character of the questions put to us by your readers manifests careful reading."

"You may be interested to know that we have credited to your paper for October," writes another automobile advertiser, whose name we are not at liberty to mention, "a total of seventy-nine replies, which figures about \$1.16 per inquiry. This is the lowest cost per inquiry of any paper we have used the past month."

\* \* \*

**I**F a man is prosperous enough to buy an automobile, he is prosperous enough to buy the kind of shoes, hats, canned goods,

furniture, or anything else he is induced to want.

If a publication can head the list on automobile sales it can head the list on general lines.

It's purely a matter of percentages. Advertising costs so much per thousand; replies at so much apiece indicate the number of people in each thousand prosperous enough to buy.

When a greater number of readers of plain farm papers signify a desire for automobiles than from fancy magazines, it proves a larger proportion of automobile prosperity.

It's purely a matter of percentages, and the man in the silk hat and spike-tailed coat doesn't always have the biggest bank balance, or write checks easiest.

It is the big percentage of prosperous unprejudiced readers which have brought the results which have earned the following papers their title of

## "Farm Papers of Known Value"

Wallaces' Farmer  
The Kansas Farmer  
The Wisconsin Agriculturist  
The Indiana Farmer  
The Farmer, St. Paul  
Home and Farm, Louisville  
The Dakota Farmer, Aberdeen  
The Oklahoma Farm Journal  
The Ohio Farmer  
The Michigan Farmer  
The Breeder's Gazette  
Hoard's Dairyman

And the man who is looking for sales at a profit will be interested to know what standard farm paper advertising is doing for canners, men's clothing, woman's clothing, soaps, dress goods, and scores of other general lines. Where shall we send this data?

GEO. W. HERBERT,  
Special Representative,  
First Nat'l Bank Bldg., Chicago.

WALLACE C. RICHARDSON, INC.  
Eastern Representatives,  
41 Park Row, New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXIX.

NEW YORK, DECEMBER 29, 1909.

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## AMERICAN ADVERTISERS IN BRITAIN.

AMERICAN GOODS SELL FREELY IN THE UNITED KINGDOM: BUT AMERICAN COPY HAS TO BE EDITED AND SPECIAL SALES MANAGEMENT IS REQUIRED—HOW TO COME AT THE BRITISH MARKET.

*By Thomas Russell.*

CLUN HOUSE, LONDON, ENG.

It used to be an article of faith with advertising men in this country that all the best advertising copy came from America. Lately this opinion has begun to be modified a little. We still admit that the advertisements in your papers are better than the advertisements in our papers on the average. But the pendulum of opinion has rather swung towards the idea that American advertising imported into this country needs drastic treatment before it will sell the goods to John Bull.

There is an immense amount of American manufactures advertised and sold here. American advertising methods have exercised a great influence upon the art of advertising in this country during many years. But the most successful advertising of American goods is either done by English people under American influence, or done by Americans who, like Paul E. Derrick, have lived for a long time in England. Thus, for example, the Rubberset Company has lately made a fine start here, and the advertising bears traces of having been influenced by the fine copy used by the same company in America. But it underwent a certain amount of modification before it got into our

papers. Similarly with the Colgate advertising, of which a little has lately been done. Much of the American copy has been adopted: for instance, we have had the dentist and the little boy who ate the fifteen feet of tooth paste, but the copy has taken a somewhat different form from what it had when you knew it. Disappointments with this market have generally been the result of trying to tackle John Bull without a sufficient experience of his foibles and prejudices. I have made this remark in *PRINTERS' INK* before, but otherwise it's all right.

One thing that makes trade in Great Britain difficult, is that every trade seems to have its own peculiar fashion of handling business. Generally it is an idiotic fashion. In many trades, as in the hardware trade (which we call ironmongery) wholesale prices are supposed to be based on retail prices, and instead of goods being billed at a straight figure, they are billed at a preposterous price, and 50, 60 or 70 per cent. discount taken off. The theory is that the goods are billed at the retail price, and that the percentage is the intermediate profit. But competition has long ago worn the retail prices down. Why hardware dealers should like to be billed 30 or 40 per cent. above the retail price and then have 60 or 70 per cent. taken off, beats me. In other trades all sorts of complicated little discounts come in, and artificial troubles are otherwise introduced. For instance, in the book trade, thirteen books are billed at the price of twelve. This is because paper used to be sold in quires of twenty-four sheets, with an extra sheet top and bottom

(not charged for) to keep the others clean. Books are made of paper, so in our characteristic way we thought they ought to be invoiced the same way.

Now you would think that the trade and the jobbers would be grateful to anybody who came along and cleaned up unnecessary complications. Anybody who thought that would make a large-sized mistake. We like things to be done the way we have always done them. The other day we woke up to the fact that at the corner of Hyde Park, where the Marble Arch stands, traffic was so congested that everybody who had to drive past there was delayed, and everybody who tried to cross the street did it in peril of his life. We decided that the park must give up a piece of its ground to the road. So we moved the park back, but we left the Marble Arch standing where it was. Could n't move that! Always been there! It is there yet. The extra slice of road goes behind it, and people lean up against the Marble Arch waiting for an opportunity to get through the traffic.

The same with our trade methods. They are obsolete, but to try and get us to change them is like trying to get us to move the Marble Arch.

Money has been lost by trying to sell goods in England by unmodified American advertising. But more has been lost by not understanding the trade conditions.

Trade organization, however, is not difficult in this country. It is easy—if you know the ropes. Over and over again a single front page in the *Daily Mail*, costing \$1,400, has been used so as to plant goods in the principal retail stores over pretty much all the country. I told you in a previous letter how Mr. Powell Rees thus planted the Autostrop Razor. The Rubberset Brush Company came at the proposition in pretty much the same way, though in this case they did not, as in the case of the Autostrop Razor, find it necessary to slop over into page 2 to take care of a list of retailers carrying the goods. This is what happened

to the Autostrop people: There were about two columns of small type names and addresses carried over to the second page, as well as those put in the front, every line representing a trader who had bought a dozen five-dollar razors. This was getting pretty good value out of \$1,400 worth of space, but of course the thing had been organized and worked up to in advance. The Onoto Pen, of which you have begun to hear something in your advertising lately, was worked up by means of the *Daily Mail* too.

Why do I mention the *Daily Mail* here? Well, because the *Daily Mail*, with the help of its Manchester edition, covers a large part of the country. Two or three daily papers can be chosen so that they will reach practically every family in the Kingdom—and there are a little over eight million families crowded into this little bit of an island about the size of Kansas, as Mr. S. H. Benson said in the book which he lately got up for American advertisers; or about half as big as Texas, as Fassett & Johnson said in their book "Opportunity," which PRINTERS' INK reviewed last year.

This is what makes England such an inviting proposition to the American trader. We buy about six hundred million dollars' worth of goods from the United States every year, and we are packed so close that it is easy work to get them to the consumer. Your population is somewhere about double ours, but every square mile of the United States only holds an average of twenty-five people. Every square mile of the United Kingdom holds 363 people. All the same, if American manufacturers want to hold their present position, and not have it taken away from them by the European Continent, it is time for them to get a move on. During the last ten years the consumption of imported goods in this country has increased \$9.26 per head. But of this increase only fifty-seven cents' worth has come from the United States.

I cannot much better illustrate the splendid foothold which



FOUNDED IN 1785

The



Times

LONDON

**No waste  
circulation**

**Leads in  
high grade  
advertising**

**Clean  
advertising**

**Excellent  
production**

**Long  
"life"**

**The best  
medium**

is the only newspaper published in Great Britain which reaches *all* the wealthy and leisured classes of the community.

It carries more Financial advertising, more Motor advertising, more high class Store advertising and more Publishers' advertising than any other newspaper published in the Kingdom.

"The Times" will not accept any advertisement which is of a fraudulent or misleading character, or which is in the slightest degree contrary to good taste.

From the point of view of production "The Times" leads. Set by the Monotype, and printed upon the crisp "Bank note" type of paper, it handles like a well produced book rather than a daily newspaper.

It is the one daily paper which is not readily destroyed or abandoned by its purchasers and subscribers. Thousands of copies are permanently filed, and thousands are posted and re-posted before the moment of destruction arrives.

It is the best advertising medium in Great Britain for all classes of merchandise of good character and high quality.

J. MURRAY ALLISON, Advertising Manager  
Printing House Square, E. C.

*For rates and further information write to*

**WILLIAM H. MAXWELL, JR.**

Windsor Arcade, 46th St. and Fifth Ave., New York City.

American manufacturers have already got in this country better than by quoting from Mr. S. H. Benson's book, already mentioned in this letter, a passage where he has occasion to mention a few of the large American advertisers whose business is extensive here.

Fels-Naptha Soap, Sapolio, Cuticura, and Kodak are as much household names in Old England as they are in New England. Many an Englishman begins his day with a Gillette or Auto-Strop Razor, a stick of Williams' Shaving Soap, and a tube of Euthymol, or a bottle of Sozodont. He sits down to a breakfast of Quaker Oats, Grape Nuts, Shredded Wheat or Force. He goes into an office equipped with American Typewriters, Roll-Top Desks, Ledgers, Wabash Filing Cabinets, National Cash Registers, Elliott-Fisher Billing, and Burroughs Adding Machines. He carries in his pockets an American Fountain Pen, and a Waltham Watch. He goes home at night and listens to a Pianola or a Victor Talking Machine. Many other lines are equally well known—such as Soro-sis Shoes, Bissell Carpet Sweepers, Mennen's Toilet Powder, Dr. Williams' Pink Pills, and Scott's Emulsion. Several American concerns have scored far greater successes here than ever they scored at home. Armour & Co., Swift & Co., Colgate & Co., Parke, Davis & Co., The Aeolian Co., A. G. Spalding & Bros., and the Globe Wernicke Co.—these are just a few of the big American firms that have stooped to conquer this country.

This list is not by a long way exhaustive. It is only representative. For instance, there are other American safety razors besides those two mentioned. Colgate's Shaving Soap has probably as large a sale as Williams's, and Colgate's Dentifrice nearly as large a sale as Euthymol. Of a hundred typewriters in use in this country at this moment, probably ninety-nine are of American manufacture. The Monarch, the Remington, the Smith Premier, the Yost, all have a big sale. Swan, Conklin, and Waterman fountain pens far outsell any home-made article of the kind. Ingersoll Watches, and other American watches, too, have a big sale. The Gramophone and the Edison Phonograph are making new customers every day. There are now several British player-pianos, but the Angelus is by far the biggest competitor of the Pianola.

To make a success of this coun-

try, the advertising should be done with English experience or through a London advertising agency, and the selling will be managed a good deal cheaper through a British selling agency in London than by opening a branch. Salesmen can cover the country very economically, but they must know the trade conditions that they have to handle; otherwise they will fall down. The United Kingdom of Great Britain and Ireland is a fine market, and the continual increase per head in the consumption of imported goods indicates that there is still room for more American manufactures here; but America is not holding her share of the increase. I think that we should all round buy American goods in preference to Continental goods if they were on offer. Whether we knew their origin or not would not make much difference. There is little prejudice one way or another. If there is any prejudice at all it is in favor of the United States and not against. The only country that there is a real prejudice against is Germany, and that is because German goods have a knack of being poor in quality, and pretentious and deceptive in character. Any sort of American produce will get a square deal and a good show here, if you don't go out of your way to excite antagonism by trying to cure our insular prejudices.

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Arrangements are rapidly being completed for the annual mid-winter golf tournament at Pinehurst January 13th. This is the official event of the American Golf Association of Advertising Interests. R. C. Wilson, of the *American Magazine*, is chairman of the committee in charge. A special train has been arranged to leave New York Friday evening, January 7th. This allows opportunity for playing in the Pinehurst Country Club tournament, which precedes the advertising men's tournament. Headquarters at Pinehurst will be the Carolina Hotel.

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The Philadelphia *North American*, on December 21st, delivered a heavy broad-side charge into Thomas Lawson, characterizing him boldly as an advertiser seeking to mislead the people. The charges were spread in detail in the headlines across five columns of the first page.

# Scribner's Magazine has doubled its circu- lation in four months

This is the natural expression of the general desire to read Mr. Roosevelt's story of his African hunt. The bulk of this increase is in yearly subscriptions—each day of December showing a gain two, three and four times greater than any previous year.

Mr. Roosevelt's story began in October—100,000 extra copies for that issue fell far short of satisfying the demand. The story was a surprise. The edition sold out in three days. Curiosity sold it—but it was the fascinating interest of the story itself, something of the strength and magnetism of Mr. Roosevelt's personality quite as much as his popularity, that caused universal comment and made the sale of the November, December and January issues go up in successive bounds.

## A new value in publicity is offered to advertisers in Scribner's

A long established Magazine of the highest type, selling for 25 cents and with a great popular distribution, is unique. It combines the two most desirable elements in magazine circulation—quality and quantity—readers that have refinement, brains and money—and only such readers—and a sale that covers practically the entire field of such readers. Such publicity is without waste. It is new. Its advertising value cannot be exaggerated.

Advertising Department

### SCRIBNER'S MAGAZINE

Temple House, Temple Ave.  
London, E. C.

153 Fifth Ave.  
New York

328 Wabash Ave.  
Chicago

## WOULD AUTO BUSINESS DIE WITHOUT ADVERTISING?

IT WOULD, SAYS AUTOMOBILE ADVERTISER—AEROPLANES THE HINT OF A FUTURE POSSIBILITY—POPULARITY DEPENDS UPON ADVERTISING—AUTOMOBILES NOW A STANDARDIZED BUSINESS.

*By Berry Rockwell,*

Advertising Manager, Maxwell-Briscoe Motor Company.

That the automobile, like the bicycle, is a passing fancy, destined to displacement by aerial vehicles, or some other means of transportation, is a conclusion shared by very few thinking people nowadays. To-day the automobile has reached a stage of comparative perfection. Radical experiments are but memories and a consensus of approval seems to have standardized the essential elements of the present automobile.

Five years ago speculation was rife; everyone aimed at simplicity of construction, but few attained it. To-day by a process of elimination, all the better makes of automobiles possess standardized features, and next season's output is destined to be as near a perennial institution as the sewing machine. This condition, I believe, is the greatest factor in favor of the perpetual popularity of the automobile. The attitude that the automobile is a necessity and not a luxury is born in the conviction that a machine is good for a decade, and this conviction can only be established by experience.

I do not believe that any amount of advertising will establish confidence. It does, however, give birth to the issue, and puts the interested one in a receptive frame of mind.

That advertising is indispensable to the perpetuation of automobile popularity I firmly believe. Desist, and it would wane of sheer lack of nutrition.

Enthusiasm will not endure in any field unless the people are educated up to it, and their atten-

tion concentrated. Ignore a popular subject or sport and focus all effort on a new field, and a sense of antiquity steals over the former devotee and he is lost in a profound ardor to be "up to snuff" and abreast with the times. The former pastime languishes and decays. The allurements of the new field were too attractive and he could not resist the appeal.

Consider for a moment that all automobile advertising should cease for the next two years, and all manner of exploitation should be given aerial vehicles. Would it have any tangible effect upon the popularity of the automobile? Suppose again, that a Vanderbilt Cup Race and an Airship Tournament were scheduled for the same day. Which would have the call?

Human nature clamors for the new, the spectacular, the unusual, and I verily believe that the only way to promote automobile popularity and give it health and longevity is by advertising.

The Poor Richard Club held a very jolly holiday dinner December 16th, at which Thomas A. Dockerell was the chief speaker. Mr. Dockerell made a plea for direct commissions to advertisers. He also dwelt upon the advertising lessons to be learned from the great writings from history which have influenced mankind, showing how they did not argue but forced action by laying down the law. "Too few advertisers," he said, "work upon the statistics of their business and of local conditions." He advocated localized campaigns of advertising as fitting into conditions more perfectly than any other method.

Other speakers were R. H. Durbin and D. L. Anderson, of Strawbridge & Clothier; Thomas A. Daly, Thomas Martindale and Hugh A. O'Donnell, of the *Press*.

Christmas gifts were distributed. The annual dinner will be held in January.

W. F. Schilling has opened an advertising office in Albany.

The twenty-fifth anniversary meeting of the National Editorial Association will be held at New Orleans February 10, 11, 12.

Joseph Mayer, who for twenty years has had charge of the advertising and house organs of the Barnum & Bailey Show, now controls all the publishing and advertising for Barnum & Bailey, Ringling Brothers and Adam Forepaugh & Sells' Brothers' Shows, with headquarters in New York.

# The Unproductiveness of Advertising

Advertisers whose selections of mediums are influenced by the habits of the greatest number of their Advertising competitors often, with reason, complain of the meagreness of results obtainable from attention and influence many times divided.

It is Advertisers who (seeking avenues of least resistance for the development of trade) analyze competitive conditions in each field, as well as the character and circulation volume of mediums influencing that field, whose appropriations achieve maximum productiveness.

LUPTON'S regularly carries the Advertising of discriminating National Advertisers who have reduced the choosing of mediums as nearly to exact science as is possible.

Reasons influencing the decision of these Advertisers in favor of LUPTON'S will be placed before you on request.

**LUPTON'S**  
THE PEOPLE'S HOME JOURNAL  
and GOOD LITERATURE

J. P. BALMER  
Western Manager  
1438 Marquette Building  
CHICAGO

JOS. A. MOORE  
Advertising Manager  
Lupton Building  
NEW YORK

## HOW YELLOW PINE LUMBER MIGHT BE ADVERTISED IN THE NEWS-PAPERS.

CRITICAL CONDITION OF YELLOW LUMBER MARKET—EDUCATIONAL WORK DONE BY OTHER FLOORING LUMBER MEN LESSENING DEMAND FOR YELLOW PINE—OPPORTUNITY FOR EDUCATIVE WORK BY NEWS-PAPER ADVERTISING IN BUILDING CENTERS—NEED FOR LUMBER ADVERTISING OF ALL KINDS TO CONSUMERS.

*By J. George Frederick.*

The South cut twenty-two of the thirty leading varieties of timber cut in this country in 1908. And of the total cut of yellow pine in the country, the South cut 10,936,257,000 feet, or 97.3 per cent.

These few facts tell a significant story, first of the great importance of the lumber industry to the South, and second, the important situation of yellow pine in all the lumber industry. Over 40 per cent. of all the standing timber in the United States is in the South, and most of it is yellow pine. Yellow pine is by far the largest class of lumber cut and milled in this country. Nearly twelve billion board feet of yellow pine was cut in 1908, whereas not four billion feet of Douglas fir, the next highest, was cut.

Yet the 1908 figures for yellow pine show a decrease of 15 per cent. over 1907, and the industry is in an uncertain and critical shape. The yellow pine mills don't know what's going to happen, and are afraid of the market. Curtailment of production, car shortage and an unstable demand have introduced a panicky feeling which is driving them to philosophize concerning the future of their business.

The boom of 1907 brought many big mills into the South, and stimulated production to a high degree. As a consequence of both over-production and the reaction of the panic, the consumption of yellow pine is a considerable distance behind the supply.

Yellow pine is therefore right

now up against a situation where it is equipped to handle from 30 to 50 per cent. more lumber than there is any demand for.

This is a serious situation, which affords one of the most thorough demonstrations possible to find of the creative place of advertising in the modern marketing of anything from a needle to lumber.

The yellow pine men are now at the dividing of the road—they can go the way of many other industries and meekly accept the passive ebb and flow of the market, which at present is ruthlessly pinching off a goodly slice of their progress, or they can take the positive attitude of enlightened business methods of to-day and *create demand equal to supply.*

The day is past when the "law" of supply and demand was regarded by business men as some mystic and divine authority which was as immutable as the laws of the Medes and Persians. Demand depends on people, and people act upon ideas. The right ideas put in the minds of people can change the movement of demand for a commodity in a most decided way, even though it has not changed materially for years.

The situation in yellow pine is far from being due only to over-production. Yellow pine has been used very extensively for floors, shingles, mouldings, etc., particularly for floors. But for three or four years there has been a determined effort made by oak, maple, birch and lately by Pacific fir and redwood to swing the flooring trade in their direction. The idea of better looks and more aristocratic finish has been talked up until yellow pine has become almost the yellow dog of the trade, and very plebeian. Its solid virtues and economical arguments have been urged by no one, because the scant supply of the harder woods made yellow pine men consider their product immune from competition. Practically the same is true of shingles, mouldings, and for many other lumber products generally used.

There is no particular reason for this. The best grades of yellow

low pine are put into many of the most pretentious dwellings in the country, and thousands of discriminating builders, architects and house owners now specify Georgia or North Carolina pine. The fads for other woods have no deeplying foundation in fact, and moreover, such woods are not to be had in any large quantity except at a price not at all in keeping with their practical usefulness, when compared with the cost of yellow pine.

The oak lumber men have been encouraged by the limited supply of oak and its appeal to people of means to get the notion spread far and wide that oak flooring is the only flooring to have. More care in the preparation of oak flooring and the careful standardization of it has made the business a compact and prosperous one in which mutually beneficial efforts are made to push oak flooring. The *Hardwood Record* recently published a beautifully printed book, with stiff covers, with two colors throughout. This book is a fine advertising effort addressed to consumers on the subject of oak flooring.

These facts give a hint of the real reasons behind the slow consumption of yellow pine, the very name of which in the popular mind is somewhat associated with the soft pine wood of universal cheapness and impracticability. An unconscious popular prejudice has thus arisen which, furthered by the natural desire of builders and architects to be unusual and add expense, has started a movement away from yellow pine.

There are nearly four hundred yellow pine mills in the South, and many larger middle concerns. In fact an effort has been made this fall, and is likely to go through, to form a \$30,000,000 yellow pine combine, to control 70 per cent. of the output. This combine is arranging to organize a modern selling organization with offices in the principal Eastern markets. The plan is thus far largely to standardize the market, but it is inevitable that such a concern must see the importance of educational work to put de-

# "SOLD OUT!"

Not a copy left of the December LADIES' WORLD! The urgent demand for this issue forced us to advance the publication date by two days;

And:—

Ten days later this entire edition of

**THE LADIES' WORLD**  
(587,700 copies)

was absolutely *sold out!*

An extraordinary showing from one view point;

But:—

Considering that 578,000 for November were demanded (by the public) it is not at all extraordinary.

The February number has already broken all February records for THE LADIES' WORLD—

And MARCH!

If two-fifths of all the indications are true it will break all records for any spring month in our history. The astute advertiser will do well to have his copy in early for this BIGGEST SPRING NUMBER. *Forms close January 12.*

**The Ladies' World**  
**New York**

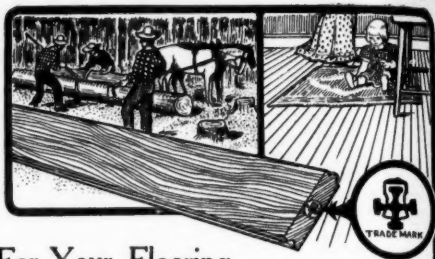


mand on a firm and growing instead of decreasing basis.

The suggestion to advertise lumber has invariably made lumber men shake their heads. Of all industries, lumber has been one of the farthest away from a consumer advertising basis. To the majority of lumber men it is inconceivable that a man should want to interest himself in the kind of lumber that goes into his house or his office or factory. Yet the brick makers used to think just exactly the same way, until they met in troubled session a year or more ago and heard the plain truth about their depleted business. They were told that in a most disconcerting number of cases the builders and architects told brick salesmen that it was too late to talk about a particular house—the consumer had unalterably made up his mind for cement.

Any lumber man who would sit in a club smoking-room, or in a Pullman smoker, or anywhere that men with money to build sometimes gather, would hear some interesting things when such men talk on the absorbing topic of house-building. "Somebody persuaded me to put maple into my library," one man might say, "but it buckled and shrank until I got angry and tore it out and put in good old Georgia pine: I wouldn't have anything else in my place."

These men pride themselves on



## For Your Flooring Specify Georgia Pine Every Time

It will stay hard, smooth and level, and take a polish as good to look at as any other hard wood costing twice as much.

No matter how particular you are about your floors, whether in your new home, office or factory, you will get all the good looks and the service you want from genuine Georgia pine flooring.

The matchings are guaranteed perfect, the surface is steel scraped and will not splinter. Nothing but selected, kiln-dried and seasoned lumber is sold under the Georgia pine trade-mark.

Instruct your architect or builder *without fail* to use only Georgia pine flooring throughout.

*You will appreciate our practical booklet on flooring—drop us a line for it now.*


**Georgia Pine Lumber Association**

AN IMAGINARY GEORGIA PINE LUMBER AD.

their technical knowledge of materials, as men used to be proud of their knowledge of wines; and they talk for hours on the relative merits of red cedar over North Carolina short leaf pine for shingles. The same is true of the humblest builders—they are keenly interested, not only in the hardware, the furnace, and the paint, the doors, and the mantel (all of which are now advertised) but by all means also the *lumber*, which is usually the biggest item of expense for materials.

Why, then, is there the slightest hesitancy to advertise lumber to the consumer? The benefit is perfectly evident, for the general method has been tried and proved.





Either yellow pine in general should be advertised by the national association of yellow pine men now existing, on a pro rata basis, or "North Carolina" or "Georgia" or other pine should be advertised by those entitled to use the name, also on a pro rata basis. But no individual yellow pine seller need wait for the slow process of a co-operative plan. He can advertise his own *trade-mark*. It is perfectly feasible to trade-mark lumber—it is done now. By setting a standard somewhat above the regular gradings and providing a fine steel-scraped finish and perfect matchings, a select flooring trade could be worked up to a profitable point. The vital points are that a thoroughly reliable high-grade standard of pine flooring, etc., should be established, and its sterling qualities and economy then hammered home with vigor and intelligence and appreciation of the average home-builder's viewpoint.

Thirty thousand homes were built by people of average means in New York City in the past year. Several million dollars' worth of apartment houses were erected. In such famous home-building centers as Boston and suburbs, Philadelphia, St. Louis, Buffalo, Detroit and many other cities, a concentrated newspaper campaign, beginning very early in the year—say January—and keeping up until August, would do some very pronounced things to yellow pine trade. It would catch a man just before he was deciding on maple flooring for his new house, or a builder just before he was deciding on another wood for his string of houses.

Nothing but advertising will put yellow pine back into solid public regard, and bring consumption up to supply and production.

#### CAMPBELL'S SOUP MAN TALKS NEWSPAPER ADVERTISING.

The Six Point League, New York, held an interesting luncheon December 14th. Len M. Frailey, advertising manager of Campbell's Soups, made a strong address, emphasizing the value of newspapers as advertising mediums. Campbell's Soups is using an extensive list of newspapers, in addition to its street-car campaign.

## Test the British Market Through Our System

We want one or two more good class accounts to represent in England. By our methods the American manufacturer can introduce his products at less expense and with better results than by personally opening an office here. Our system and our experience are at his disposal.

Here is a splendid open market with Forty Million people within a 12 hour journey of London. Advertising rates are low and business conditions improving. London is the natural center for reaching out for foreign and colonial trade.

Our manager is an American with nine years' British service.

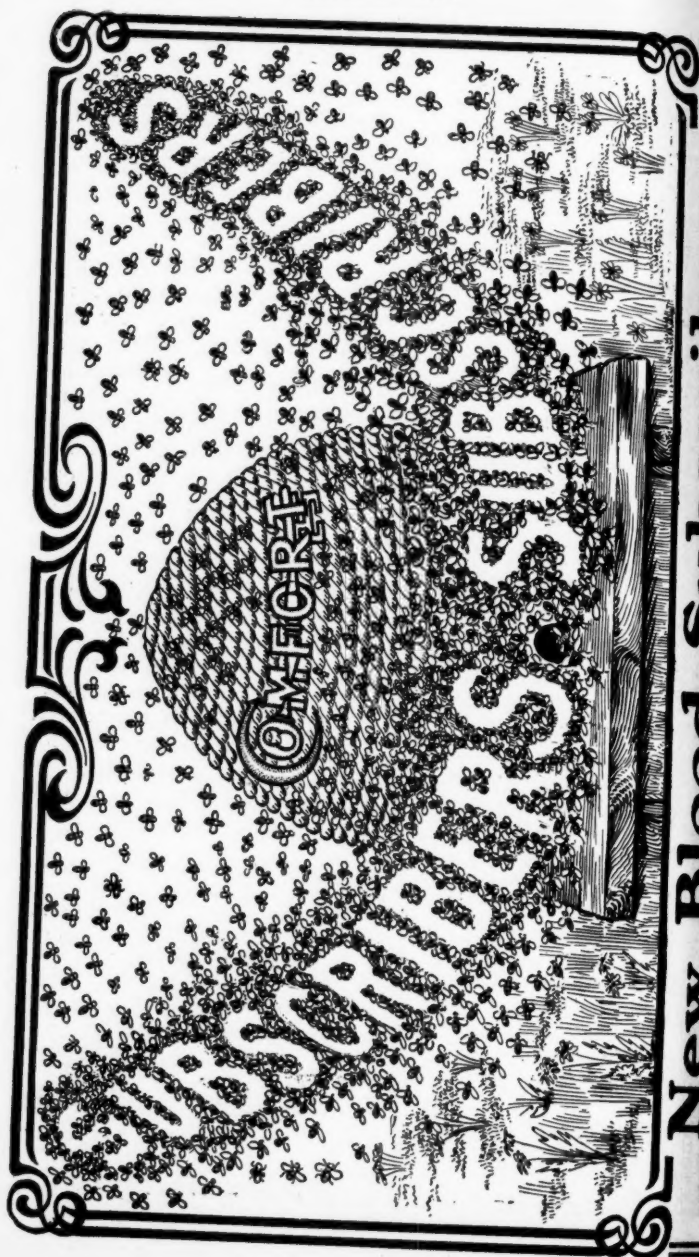
Write for an explanation of our system of representation, and prospects concerning your products.

Address:

### The Gannett Trading Company

GEO. H. JEWETT, Manager

8 Bouverie St., London, E. C.  
England



## New Blood Subscribers

Have been warning like bees to "swarm" the life and death struggle for the bare necessities; most of them live in the country in prosperous homes which they own, and they

Have been swarming like bees to COMFORT'S Tenement Dwellers of the large cities, waging a life-and-death struggle for the bare necessities; most of them live in the country in prosperous homes which they own, and they crave and can afford the luxuries which their local markets do not supply. That is why

## 81% of COMFORT'S Subscribers Patronize Its Advertisers.

They've sold their crops and got their money.  
Enter the hive through a COMFORT ad,  
If you care to share the honey.

Sell your goods by mail-order or create a demand for them at the local retail stores, by advertising them in COMFORT to the folks that got eight billions of dollars out of the last harvest.

**Begin the New Year by Opening Up  
Profitable New Trade with  
Our New Subscribers.**

You can do it if you

**ADVERTISE IN COMFORT.**

Forms close on the 15th of the month previous to date of issue.

Apply through any reliable agency, or direct to

**W. H. GANNETT, Pub., Inc.**  
Augusta, Maine

New York Office: 1105 Flatiron Bldg.  
WALTER R. JENKINS, Jr., Representative

Chicago Office: 1635 Marquette Bldg.  
FRANK H. THOMAS, Representative

Through winter evenings, long and drear,  
Perusing COMFORT gives them cheer.  
They search its ads for newest fads  
And luxuries they're lacking.  
Their cash is free for what they see  
Has COMFORT'S valued backing.

# If You Want to Reach

the cultured and moneyed classes in London and the Provinces, there is no better paper for your purpose than the

## Westminster Gazette

It is the only PENNY LIBERAL DAILY NEWSPAPER published in London, and reaches the homes of the upper, middle and well-to-do classes who have money to spend and to spare on goods that make an appeal to their tastes or needs.

*Apply for rates and particulars to*

**THE ADVERTISEMENT MANAGER,  
WESTMINSTER GAZETTE,  
10 SALISBURY SQUARE, FLEET ST.  
LONDON, E. C.**

### THE SELLING POSSIBILITIES IN GREAT BRITAIN.

DENSE POPULATION OF ENGLAND AND THE CHEAPNESS OF ADVERTISING MEDIA—A STRONG INVITATION TO AMERICAN MANUFACTURERS—PHOENIX MUFFLERS BIG SUCCESS.

*By William Hopkinson.*

New York Resident Manager of T. B. Browne, Ltd. (Foreign Advertising Agents for Calox Tooth Powder, Studebaker, Libby's, Men-men's, etc.)

No country in the world offers so good a market for American products as free-trade Great Britain, and it is surprising that it does not receive that attention at the hands of American manufacturers which its importance demands. The British Isles have a population of over forty millions of people, all speaking English. This is only about half that of the United States, but the land is so densely populated that it can be covered more easily and economically than any other country on the globe.

In proportion to the population the leisured class is rather numerous, but the majority of the people are good wage-earners, and do not deny themselves anything they want if the price is within their reach. You can ship goods duty free, and at less cost than to many parts of the United States. Another important point is that the tastes of the English people are the same as those of the Americans, and the ready appreciation of all classes of American goods makes it one of the best markets to develop.

Very many of the largest American manufacturers are now advertising their goods throughout England with remarkable results, one of the most recent successes being the exploitation of the well-known Phoenix Mufflers, which have been causing quite a sensation in London and the Provinces.

The market is open to nearly all manufacturers of generally advertised articles, such as food products, toilet goods, drugs, patent medicines, automobiles, guns, revolvers, paints, varnishes, mach-

inery, etc., etc.; in fact, almost everything that appears in the advertising pages of the leading American magazines.

There are three keys to the successful establishment of trade with Great Britain, viz.:

- (1) The right article at the right price.
- (2) The establishment of sound distributing arrangements with the jobbers and retailers.
- (3) The right kind of publicity in making your goods known to the public.

One thing that will especially appeal to the American advertiser who enters Great Britain is the comparative cheapness of advertising rates compared with those of this country. An expenditure of \$50,000 per annum is looked upon as gigantic advertising in Great Britain, and has in many instances been as effective as \$200,000 spent in the U. S. As a matter of fact, Great Britain can be covered by an appropriation of \$10,000 to \$15,000 per annum, and many of its present successful advertisers started with a much smaller sum.

There are over 5,000 newspapers and periodicals published in the British Isles, nearly half of which are issued from London, the rest being scattered throughout the Provincial cities. England has a very large periodical press—weekly papers of general interest and very large circulations, one Sunday journal enjoying a circulation of 1,500,000 copies each issue, and many popular weekly journals have circulations somewhat approaching the above. It is quite possible therefore, to select a few good mediums and thus practically cover Great Britain, although, in a more careful and extended campaign, it would be policy to increase the number of newspapers. Last year American manufacturers sold to Great Britain over \$600,000,000 worth of goods. If you want a share of this business, now is the time to take action.

A new trade paper has been started in New York by Rudolph Fries called the *Retail Baker*. This is a field not yet especially covered by any trade paper.

# The Morning Leader

## Circulation 250,000 Daily

**Always More—Never Less**

"The distinctive freedom from the 'MORNING LEADER' of evil advertisements has, no doubt, rendered our publicity doubly effective.

... Spending money wisely in well proved papers makes money and brings prosperity."—W. E. CATESBY, Senior Partner of Messrs. Catesby & Sons.

This firm alone has spent upwards of £20,000 in the "MORNING LEADER" during the last 12 years.

Ever since it was founded, over sixteen years ago, the "MORNING LEADER" has set itself to pay advertisers by catering for a class of readers that would be well worth appealing to, and by creating confidence in the advertisements accepted for its pages.

The most famous writers of the day have contributed regularly to its columns. The editorial and advertisement columns have always been carefully edited, with the result that the "MORNING LEADER" is essentially a paper for the home which is read by every member of the family.

In its advertising aspect, the "MORNING LEADER" is a favourite medium with discerning firms. Money cannot buy space for the advertisement of bogus and swindling offers which are remorselessly exposed whenever occasion offers. The result is a clean sheet which has the confidence of readers who know that they can rely upon the offers made by advertisers in the columns of the "MORNING LEADER."

Many advertisers have used the "MORNING LEADER" constantly ever since its foundation.

From a purely business point of view, the fact that the "MORNING LEADER" guarantees a minimum circulation of 250,000—"always more, never less"—or at a low estimate, over half a million readers, gives it the strong approval of those who wish to know exactly what they are paying for. The rates are low consistent with this circulation, and allow of profitable returns. In addition, the Advertisement Manager is always pleased to assist his advertisers to appeal to the "MORNING LEADER" readers in the way best calculated to secure those results which never fail to be forthcoming when the appeal is put forward in the proper manner.

For further information apply to

**H. SIMONIS, Advertising Manager  
"MORNING LEADER"**

**STONECUTTER STREET, LONDON**

## WHOLESALE BY MAIL.

MANY MILLIONS OF DOLLARS' WORTH OF GOODS SOLD TO RETAILERS THROUGH THE MAGIC USE OF EXPENSE - SAVING MAILS—CATALOGUES DO ALL THE WORK—"EXPERT SERVICE BUREAU"—150,000 CUSTOMERS.

If you ever stopped in a little Western town a few years ago and sauntered into the general store, and said just two words—"mail order"—to the proprietor, you probably saw him spit fire and turn turkey red with indignation.

He is better educated to-day. "Fighting" the mail-order business was like fighting the weather—it was in the nature of things that buying by mail should prosper. The dealers were so sore about the inroads of Montgomery Ward and Sears, Roebuck & Co., that it took a long period of tactful education for Butler Brothers (the big Chicago mail-order wholesalers) to make them see the business sense of applying the mail-order idea to their own buying at wholesale.

Butler Brothers to-day are a very great distributing power, and their methods are of keen advertising interest. Theirs is probably the largest business in the world built up wholly and solely through the use of printers' ink.

"Although a strictly wholesale institution," says George S. Buck, advertising manager, "we employ no traveling salesmen, but sell our goods entirely through our advertising literature—chiefly through our catalogue, which is issued, in four editions, monthly.

"This catalogue goes into more than two hundred thousand retail stores—and has become a current price standard for general merchandise—even for those who buy little or nothing from us. It quotes absolute wholesale prices, from which there is no deviation or discount.

"The catalogues are issued from our central advertising department in Chicago, where several hundred experienced people are employed in their preparation. The book

averages about four hundred pages, size nine by thirteen, and illustrates, describes and prices an average of more than thirty thousand items.

"Four distinct catalogues are prepared each month—for our New York, Chicago, St. Louis and Minneapolis distributing houses. No catalogues are issued for our seven sample houses located in other cities—these taking the catalogue of the parent distributing house, from where all orders are filled.

"The catalogues are printed on a good grade of light-weight, super-calendered paper. The order for this paper, I have been told, is the largest, for its grade, placed in America. Our advertising department uses yearly the equivalent of more than a quarter of a million reams of paper of the size 25x38.

"Our expenditure for stamps approximates fifty thousand dollars a month—or nearly six hundred thousand a year.

"In our catalogue we aim to secure a faithful reproduction of the article for sale—a distinct and accurate cut—accompanied by a terse and equally accurate description, and a prominent price. Articles of exceptionally good value—or the seasonable things which we desire to push—are featured by larger space.

"So costly is this space that every word must be carefully weighed. As an example of what a small saving of space means, let me cite an instance. We had been for years setting the body of the catalogue in six point Roman. About two years ago we adopted a five and a half point body with a face substantially as large as the old one—but because of the slight difference in size, it enabled us to get a few more words to the column. This slight difference made for us a direct saving in composition, presswork and paper, of more than fifty thousand dollars a year.

"Our catalogue is a direct outgrowth of the small circular which Butler Brothers issued from their very small institution in Boston, away back in '77. This was a

small four-page folder, listing only five and ten cent goods—and was, I believe, the first advertising ever issued seeking to secure wholesale orders directly by mail. The book to-day sells so many million dollars' worth of merchandise that we don't like to tell about them. It has made for us more than 150,000 regular customers, who buy their goods in many lines from it. It is the chief source of supply of the smaller general merchant and the variety store—but its appeal is not confined to these.

"Its success is undoubtedly due to the fact that through it we may lay before the merchant our complete lines, at a cost of only a few cents, as against a cost of many dollars, if we were to send a traveling salesman to him—a salesman who could not possibly carry the complete lines; or even a small part of them. It would require many more than a thousand expensive salesmen to even cover our field—which is America—and then, we believe, it would not be covered as it now is.

"I happen to know that our cost of selling is but a fraction of the amount expended for getting business by the wholesalers who employ traveling salesmen.

"Beside the catalogue, we send out mid-month bargain sheets, circulars, form letters and many sorts of drumming literature. We are also, I have been told, the largest users of trade-paper space in the country. In connection with our 'location' work—which seeks to find openings for new stores—we use the magazines and newspapers.

"And as a valuable help to our catalogue itself, we maintain an 'expert service bureau,' whose mission is to help the retailer with his merchandising, selling and advertising. This bureau is serving many thousands of our customers yearly—and without charge.

"The expert service bureau has recently spent several thousand dollars in the preparation of a book, entitled 'Success in Retailing,' which is now being distributed without charge among our customers and others interested;



When a newspaper carries the most local advertising, the most foreign advertising, and the most classified advertising—THERE'S A REASON.

It is because the paper has the largest total circulation, the largest local circulation, and the highest quality of circulation. And for this, again THERE'S A REASON.

It is because the newspaper is the best that its readers can purchase.

## The Memphis Commercial Appeal

is one of the few newspapers of the country to whom the above qualifications apply.

No advertiser ever thinks of omitting it from his Tennessee campaign, because, to do so, would be to confess a lack of knowledge of a situation, that is simply self-evident.

The Commercial Appeal has a greater circulation—50,000 daily; 70,000 Sunday; 100,000 weekly—than any other newspaper in the South.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York;

Tribune Bldg., Chicago;

Third National Bank Bldg., St. Louis.



this is in no sense an advertisement. It is a sincere endeavor to tell simply and plainly to the merchant who is beginning, how to get his store started, how to manage his expenses, how to divide his stock, how to push sales and advertising: in short, how to become a successful merchant. It does not deal in theory; its specific and particular suggestions and illustrations have been dug out of our experience of more than thirty years of intimate contact with the problems of the retailer. This book is but one of the many helps our expert service bureau offers the retailer.

"We believe in this expert service bureau and its work, because it helps in securing the desired personal touch with the dealer—a contact which the catalogue alone does not give to a satisfactory degree, and it further helps the dealer, we believe, to become a better merchant, which surely redounds to our advantage.

"With us the words 'selling' and 'advertising' are substantially synonymous. Our sales department and our advertising department, for all intents and purposes, are one. For many years this work has been under the able direction of F. S. Cunningham, and the bigness of its accomplishment is telling testimony of his ability.

"No sale is made in any of our eleven houses that is not, within a limited number of hours, reported to the central advertising department, where a complete history of every account is kept, in card index form. The cards not only record the sales by weeks, months and years, but they give complete information regarding the merchant, his stock, his methods, etc., also they contain a record of literature sent and credit information.

"A force of several people is employed in keeping these cards properly posted and up to date in the strictest sense of the term. This list, which is our mailing list, is, I believe, the most valuable tangible asset of Butler Brothers—having cost literally hundreds of thousands of dollars,

and long years of labor to perfect.

"Butler Brothers have digressed from the beaten path in many particulars, chief among which is a profit-sharing plan in which all of the many thousand employees participate; and a pension plan, maintained at the company's expense, by which employees, male or female, may retire on a minimum income of \$300, or a maximum of \$1,000, depending upon salary, after twenty years of service. This non-assessing pension plan is the only one, I believe, maintained by an American mercantile institution.

"We find that these things help us directly, in the central advertising department, in securing a higher grade of service, and in holding it. We must have trained and competent people for the work here, a work which involves more detail, by far, than any other I know anything about."

#### ♦♦♦ THAT MEDICAL ASSOCIATION ARTICLE.

THE OXYGENATOR CO.

BUFFALO, N. Y., Dec. 13, 1909.

Editor of PRINTERS' INK:

We desire to compliment you on your courageous article, "Medical Association Seeks to Bar All Advertised Products," in your last issue.

Two of America's leading advertising companies are about to launch our national campaign which has been entirely localized in various cities up to the present time.

We are building up our organization, and when our campaign comes out, we presume the "Doctors' Trust" will have a fit for sure. CLARENCE E. EDSON,

Asst. Gen'l Mgr.

♦♦♦  
The Mobile Register has just installed in front of its office a remarkable electric sign weighing 1,100 pounds, carrying 846 Tungsten lamps, and measuring 28 by 11 feet.

R. F. Nolley, president of the Nolley Advertising Agency, gave a real old-time Maryland dinner at Port Washington, Md., to his staff from New York, Boston, etc., December 17th. A gold watch was presented to Mr. Nolley.

W. C. Brown, president of the New York Central lines, owns some farm land in Iowa, and recently made arrangements to have the *Breeder's Gazette* read aloud to the pupils of all the public schools in Page County to make them better farmers.

In seven weeks' time the Orange, N. J., *Daily Chronicle* secured 1,774 subscribers.



# Farmers Own One-Fourth Of All the Automobiles

in the United States, according to an authoritative statement made by J. George Frederick, Managing Editor of *Printers' Ink*, in a recent lecture. He says there are 76,000 used on farms.

One dealer in an Oregon town of 5,000 population sold 42 automobiles in one season. Of the 4,516 automobiles registered in Kansas, and the 10,000 in Iowa, one half are owned by farmers.

## The ORANGE JUDD WEEKLIES

produced 80 inquiries for one of their automobile advertisers within six days after the advertisement appeared. Yet this same advertiser received only four inquiries from his half page advertisement in one of the most prominent magazines.

If you want further facts and figures about the value of Orange Judd Weeklies as profitable advertising mediums for automobiles, or any other line of goods, as well as agricultural necessities, write to us.

Orange Judd Farmer covers the Central West; American Agriculturist, the Middle and Southern States; New England Homestead, the New England States. Circulation 305,000 copies weekly guaranteed.

### ORANGE JUDD COMPANY

Headquarters :

439-441 Lafayette Street  
New York

Western Office :  
1448 Marquette Building  
Chicago, Ill.

Eastern Office :  
1-57 West Worthington St.  
Springfield, Mass.

## ADVERTISING NOVELTIES— THE SUBTERRANEAN MEDIUM.

A LARGE ADVERTISING INDUSTRY, NOT VERY WELL UNDERSTOOD—WHO USES NOVELTIES—THE KINDS MANUFACTURED—HOW THEY MAY BE MADE TO PAY.

*By James H. Collins.*

It started with a casual remark across the lunch table.

Scene, the big, home-like dining-room of the Chicago Advertising Association. An alert gentleman at one end of the long table stated that he was a manufacturer of advertising novelties, and the present writer, without thinking twice, gave voice to an opinion that a good many advertisers hold on this subject:

"An important, growing industry. Somebody ought to take a little time and make novelties a respectable advertising medium."

The alert gentleman was too far off to be in striking distance, and at that moment came an interruption. But he passed along his card, saying, significantly:

"I'll see you again about that!"

He proved to be Orva G. Williams, at the head of a concern that makes a line of a thousand-odd novelties for advertising purposes, as well as a man prominent in the political life of Chicago. Some days later the subject was resumed at lunch.

"When I said that novelties needed respectability, Mr. Williams," explained the writer, "I meant that somebody in your industry ought to make them known as an effective medium, spread information about methods of using them, and bring them out into the light of day. PRINTERS' INK is continually publishing details about successful advertising campaigns in magazines, newspapers, trade journals, street cars, mail-order and farm publications. But advertising novelties are seldom mentioned. Only a few years ago, you know, street cars were in somewhat the same position. Advertisers conceded that they might be useful as an adjunct to

other advertising. Then the street-car people got Thomas Balmer to make their medium more widely appreciated, bringing it to attention in connection with an expert of authority, and to-day everybody accepts the street car as a matter of course, and the chief point discussed is methods. You novelty manufacturers ought to do the same thing for your product."

"Well, when you put it that way, you're right," admitted the manufacturer. "It is an objection often met by the man who sells novelties. I've heard it hundreds of times while selling them myself."

In an interesting talk which followed, it was disclosed that there are now fully one hundred large houses in this country making trinkets for advertising purposes. These concerns lately organized an association to deal with trade matters. During the recent tariff revision it was active in keeping down schedules on raw materials from Germany. There are dozens of small manufacturers outside the organization, and altogether the output runs to many millions yearly. Mr. Williams said that many advertising agencies nowadays, in planning for clients, ask advice from the novelty men as to auxiliary trinkets, and the latter allow agencies a discount that is as ample as the commission given by publishers.

"The great bulk of novelties is bought by business men who could hardly employ any other medium," said the manufacturer. "Let us take the case of a retail shoe dealer in a city large enough to support several daily newspapers. He has a fair neighborhood trade, but even if he could afford to spend ten per cent of his net profits for advertising it would amount to only three or four hundred dollars—six or eight dollars a week. That would hardly make an adequate showing through the newspapers, and, besides, he is not in a downtown location where the full benefit of newspaper advertising can come to him."

"Along in summer a novelty salesman calls on this shoe dealer, suggesting a medium within his

reach, and also a definite plan. Up to the present time we have found no way of supplanting the salesman in our business, because with practically every order we take for our goods there goes a concrete advertising plan based on the customer's business conditions. Our salesman suggests that this shoe dealer advertise by means of a school-bag, offered free with each pair of school shoes he sells when the fall term begins. These bags, in lots, with his name and advertisement printed upon them, will cost him eight or ten cents apiece.

"But that's a good part of my profit on school shoes at one-twenty-five a pair," protests the shoe dealer.

"The salesman shows him that, apart from the advertising which he will get through several hundred school children carrying these bags until they are worn out, he is really paying a reasonable premium for new business. Many parents will come there for school shoes when they learn that a useful article can be had as a souvenir, and where he sells a pair of school shoes it is reasonable to expect that a connection can be established, or other goods sold at the same time. Actually, by offering a ten-cent school-bag with a dollar and a half pair of child's shoes he may get the fall patronage of a whole family, running to ten or fifteen dollars.

For the manufacturer, likewise, advertising novelties are useful in many practical ways, and cannot be replaced by any other medium. The breakfast-food manufacturer who distributes to each grocer's clerk an apron bearing his advertisement not only has a long-lived display showing in the stores where his stuff is sold, but has won the regard of the clerk by saving him seventy-five cents for an apron.

"One of the first essentials of a good advertising novelty is, that it shall be useful. By useful I mean something like the apron or school bag which the recipient who gets it would have to buy otherwise. The father who has a family of four or five youngsters that he is

educating on slender wages finds it well worth while to save a dollar in school-bags. At the same time, by buying from novelty manufacturers, the shoe dealer gets the bags at low cost, because another prime consideration in our business is that every article must be cheap enough to give away.

"Since gas companies began reaching out for business in competition with the electric light plants, we have sold hundreds of thousands of boys' baseball caps bearing the phrase, 'Cook with gas.' They are worn by the youngsters everywhere, and are a good advertisement in any center, because no particular company's name appears on them—they are made up in great quantities, and sold by the thousand as a stock article in our trade.

"From a cheap novelty like this, we run up to leather goods costing fifty cents or a dollar apiece, or even five dollars. Fine seal pocketbooks, for example, may be sent out around Christmas by the advertising manager of a newspaper, or good diaries by a bank, being in the nature of a Christmas present to regular customers. By using novelties of this kind it is possible to save money and time—if the bank or newspaper man bought individual gifts for each patron the cost would be greater."

"Mr. Williams, there is a reasonable doubt as to the advertising value of such a novelty. Take a diary, for instance. It bears some bank's advertisement. The latter is glanced at when a depositor receives it. But three days later he might not remember who gave him that little book. The average man has a pocketful of such novelties, but do you think he is fully aware, through the year, who gave them to him?"

"Well, if he doesn't remember, I should say that he was ungrateful, and it is a fact in our business that people do remember, because hundreds of advertisers who use the more elaborate novelties in this way send them out without advertising matter, merely accompanied by a card."

The whole traffic in advertising novelties turns on seasons. At

the very bottom of the business come calendars which, far from passing out of existence as an advertising medium with the improvement in periodicals, are growing enormously each year. The calendar salesman is everywhere nowadays, and his goods are used by many a business house that makes little other advertising expenditure. Some of the companies manufacturing calendars contract with artists by the year for their whole output of pictures. Our color printing industry has been developed largely on calendars, and in addition to goods made in the United States, we import each year from Germany millions of "shells" to be made up into calendars, some of these being heavily embossed cut-out pictures, and others genuine photographs which, as complete calendars, cost the advertiser twenty-five cents and upward apiece. The great bulk of calendar sales are made right after New Year. Just about the time this article appears the trade in calendars for 1911 will be at its height. Manufacturers take orders twelve months ahead, so that they may have something definite upon which to go in making up goods and ordering "shells" from abroad.

Following the holiday use of advertising novelties, the next important season is that of the spring trade, centering around Easter, when novelty salesmen dispose of suitable trinkets for carrying out advertising plans on the same lines as that laid out for the retail shoe dealer who used the school bags. Summer is also a time for novelties of a general publicity nature, such as fans, and by the time the janitor of church or theater has gathered up the advertising fans and started the heater, fall is upon us, with its trade in novelties of the premium sort. This, in turn, leads to the holiday trade.

One highly important detail in this industry, with its thousands of trinkets, is that of finding new and attractive things suitable for advertising use. Manufacturers buy ideas from inventors, as well as originate themselves. Not every good idea is marketable,

though, for what is novel may not be practicable from the standpoint of cost, or what is thoroughly practicable may not meet the fundamental element of usefulness. Again, there are considerations to be taken into account which call for the judgment of an experienced novelty manufacturer. Mr. Williams described a toy airship offered him not long ago, apparently an excellent advertising novelty from every standpoint. It was new, useful as a toy, could be made cheaply. But part of the little airship sent spinning in the air by a string was made of tin, with sharp corners, and in coming down it might easily hurt the youngster who flew it. That would inevitably have brought trouble to the advertiser putting it out. In the use of advertising novelties there are many obscure issues like this, so that what an experienced novelty man thinks of a plan or a trinket may be highly important to the advertiser.

No manufacturer in this industry issues a catalogue, and the trade has only one instance where even a list of goods was published by a manufacturer, and he went out of business soon afterward. A certain element of secrecy is observed, each manufacturer keeping to himself and his customers, so far as possible, the desirable new articles originated. Then, it has been found impossible to sell through catalogues or correspondence. Only the traveling salesman, calling on advertisers and devising plans to go with novelties, is effective, and one of the prime difficulties in conducting the business is to get salesmen who can adapt novelties to any conditions, and give trustworthy plans—in effect, the salesman handling these trinkets has to be an advertising expert.

Success Magazine recently completed another of its national polls of political sentiment, regarding Taft, Cannon, etc. 22,500 life subscribers were written to, and 13,103 replied, or 58 per cent. This poll has been made the text of editorials throughout the country.

F. W. Maas, of the advertising staff of *Advertising & Selling* magazine, becomes on January 1st the Western representative of that periodical.

Perhaps the most characteristic  
feature of

## **The Daily Mirror**

LONDON, ENGLAND

is the preponderance of mail order "keyed" advertisements it carries daily. It circulates throughout England, Scotland, Ireland and Wales—and makes its appeal more especially to women—while its value as an advertising medium for all classes of goods is recognized in England by agents and advertisers alike. It has not an equal for textiles and dress goods generally

**Second largest circulation of  
any English daily newspaper**

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*For rates and further information, etc., write to*

**WILLIAM H. MAXWELL, Jr.**

**The Windsor Arcade, 46th St. and Fifth Ave.  
New York City**

# An Open Letter.

WATERLOO, IOWA, Dec. 24, 1909.

MR. ADVERTISING MANAGER,  
Any Good Proposition,  
Any Old Place.

DEAR SIR:

A lawyer friend of mine in a northern Iowa town sold his driving horse because he shied at automobiles. He then had a friend in Chicago buy for him a horse that was thoroughly city broke.

The horse proved to be a dandy and my lawyer friend's wife took great delight in driving him about town. He paid no attention to autos, to trains or anything else.

One day my friend drove him a few miles into the country, and a hog got up in a fence corner near the road, at the sight of which the horse ran away, threw my friend out and broke the buggy into kindling.

*That horse was city broke, all right, but he wasn't country broke.*

He was like some men that are placing advertising—they are city broke, but they know mighty little about the country, the source of all wealth.

Some advertising men do not even know the simple fact, patent to all who investigate, that the dairy farmers are the richest and most prosperous people on earth.

They have the best farms, the finest homes, raise the best stock—are the real leaders of the agricultural world.

*They market cream every day in the year and get checks every Saturday, besides raising everything else that other farmers raise. Thus, they always have money.*

They are the largest buyers of automobiles of any class of farmers, for the simple reason that they market cream every day. The automobile is just what they need, and they have money with which to buy.

Recently, at the Automobile School opening exercises in New York City, J. George Frederick, managing editor of PRINTERS' INK, delivered a most interesting lecture on the modern use of automobiles on the farm, illustrated by stereopticon views. He showed that out of 10,000 autos owned in Iowa, one-half were owned by farmers.

Mr. Frederick's best pictures were of dairy farmers, showing how these progressive farmers were making good use of the auto in delivering milk and cream quickly and without disturbing the work of the farm horses during the busy season.

*Kimball's Dairy Farmer* is the trade magazine of more than 40,000 of these leaders—fellows that need automobiles every day, and that are buying them, too. And they buy everything else that is good.

The time has come when no advertising man that is properly *country broke* will pass up these dairy farmers on a good proposition.

*Kimball's Dairy Farmer* is not an ordinary farm paper—it's a magazine for the leaders.

Yours truly,

KIMBALL'S DAIRY FARMER,  
JOHN ANDREWS, *Manager.*

Home Office:—Waterloo, Iowa.

New York Office:—Fisher Special Agency, 150 Nassau St.

Chicago Office:—Taylor & Billingslea, 626 First Nat'l Bank Bldg.

St. Louis Office:—A. D. McKinney, Third Nat'l Bank Bldg.

## GALLOWAY ON FARM ADVERTISING POLICY.

HOW HE STARTED—ADVERTISING BASED ENTIRELY ON FACTORY CAPACITY—BUYS SALES THROUGH ADVERTISING AT SO MUCH "PER"—NEED LARGE SPACE TO TELL STORY—FEAR AS A PREVENTER OF ADVERTISING.

By William Galloway.

President, The William Galloway Company, Waterloo, Ia. (makers of agricultural implements).

[NOTE.—Probably no other advertiser in any class of publications has made of himself such a storm center of attention and discussion and competition as Galloway. Litigation over copyrights, advertising duels in the farm papers with other large separator manufacturers, conflicts with the advertising policies of farm papers, have been some of the swift-moving events with this advertiser, who has in a few years built up an annual volume of business of about two and a half millions, all through direct to consumer advertising.

Not long ago Mr. Galloway startled the farm advertising world by sending out orders for seven, eight and even nine pages of advertising in one issue. Some farm papers refused to run so large an ad because they considered it unfair to other advertisers to allow one advertiser to dominate so absolutely. Some advertising skeptics wonder whether Galloway can keep up such a "pace." In the face of all this Mr. Galloway's clean-cut, straightforward discussion of advertising policy is bound to be of strong general interest.—EDITOR.]

For four years prior to going into the mail order business I was a salesman on the road, selling goods first to the farmers and then later on to the dealers. I ran across a man who had a little article that looked pretty good. It was a harrow cart.

I had never done any advertising of any kind, but was always reading over advertisements, and the thing that started me out from the farm to sell goods to the farmers was a little one-inch ad run by the Aegis Mfg. Co., Marshalltown, Ia., which I saw in the *Iowa Homestead*, advertising for agents.

I started out in a small way and sold quite a few of these articles. Then when I commenced to make harrow carts, Mr. Thompson, of the *Iowa Homestead*, called on me one day and after much persuasion and hard work,

persuaded me to give him a contract for \$83 worth of advertising in the *Iowa Homestead*, and remembering that I had seen this little ad in the *Homestead*, I, of course, thought the *Homestead* was the right medium to start in with.

I ran a very small ad, two-inch, I believe, and commenced to get a few inquiries. These inquiries were certainly good meat for me, because it made me open my eyes to how easy it was to get in touch with people. The thing that impressed me the most was the uniform inquiries. They all seemed about the same, some of them using the very same words in their inquiry. I answered these inquiries the best I could, and one morning I shall never forget, when I opened the mail I found there a money order for \$7.50. This was the spark that set me on fire, and the fire has been getting bigger every day, because I made up my mind right there if \$7.50 worth of goods could be sold by mail, millions could be sold by mail, and from the experience I had observed that others had had I made up my mind that advertising was the thing.

I made a contract for over \$75,000 worth of advertising with the *Homestead*, since my first contract of \$83, and I want to say honestly and conscientiously that it took more nerve to sign the first contract than the second, because to me now, all advertising is simply buying sales at so much per sale, and it's just a case of how many sales you want. That is advertising as I understand it, pure and simple, and as we practice it, pure and simple.

We base our advertising appropriation solely on our factory capacity, and as I told a man the other day we are willing to spend just as much money for advertising as our factory capacity will take care of. We have our advertising figured down to a science. We know what every inquiry costs us. We know which paper brought it, and we know just exactly what every sale costs us, and we know that if we want more sales all that is necessary



is to go and buy a few more by advertising.

I think the reason a great many people do not advertise is because they do not have faith in their fellow-men and are afraid to "cast their bread upon the waters"; because you are going to get in return just about what you spend. This is a natural law.

I know there are a great many people who do not agree with our system of advertising, but as long as it brings the inquiries from some more people, and we are giving everybody a square deal and the best value it is possible to give, what's the difference what they think? I claim that it's all right to buy ten pages, if it takes ten pages to tell your story. The people are not mind readers. They don't know your thoughts, nor are they going to respond, unless you tell them the true story as it is; and the only way to tell them is by advertising.

Many an enterprise has gone up in smoke, as the saying is, or gone to the wall, or starved out, just because they did not understand the first principle of getting business, which is advertising; and no matter how good your goods are, how original, unless you tell the


in talking about my success say, "Oh, well, Bill had the nerve." There is absolutely nothing to this, because I never felt at any time I was taking any chance or doing anything that took nerve. It is simply a cold business proposition with me, of buying so many sales at so much apiece, and when we can stand a few more sales, we just buy a little more advertising.

Of course if you are going to be a successful advertiser you must have the right kind of goods, you must believe in them and you must believe in the people. If there is anything I do believe in, it is the American people, because at different times we have invited customer delegations to come and see us from different parts of the United States, and every one of these particular delegations represented the great common people of this Nation. I have unbounded confidence in them. I think the farmers of the United States are 99 per cent honest, and that perhaps is the reason that advertising has paid us better than some people, because we believe in the farmer and in our advertising make him a proposition that shows him that we do believe in him.

You cannot deal with a man successfully if the man feels that you are holding something back and that you are not quite sure you can trust him. I don't mean by this that we trust them for goods, but I say that just as I say

in my advertising: "Pick out anything you want from our catalogue; try it and test it on your place in any way you choose, and if at the end of thirty or sixty days it doesn't please you, we will give you your money back. You had faith enough in us when you saw our ad to inquire for the goods and later on order from our catalogue, and if after the goods reach you, if they are not up to

### Galloway's Clincher Proposition for 1910



EMPLOYERS  
Save Time and Money  
Buy Galloway's Clincher  
\$4250

DOUBLE-PAGE AD.

### Write Me Today

Get the Best Deal  
and the Best Deal  
and the Best Deal

Get the Best Deal  
and the Best Deal  
and the Best Deal

Get the Best Deal  
and the Best Deal  
and the Best Deal

Get the Best Deal  
and the Best Deal  
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Get the Best Deal  
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Get the Best Deal  
and the Best Deal  
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Get the Best Deal  
and the Best Deal  
and the Best Deal

### FREE Coupon

Proposition, No. \$5

Get the Best Deal  
and the Best Deal  
and the Best Deal

Get the Best Deal  
and the Best Deal  
and the Best Deal

Get the Best Deal  
and the Best Deal  
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Get the Best Deal  
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Get the Best Deal  
and the Best Deal  
and the Best Deal

Get the Best Deal  
and the Best Deal  
and the Best Deal



Remember—No Obligation Now If You Write Me

Get the Best Deal  
and the Best Deal  
and the Best Deal

Get the Best Deal  
and the Best Deal  
and the Best Deal

people about it, how are they going to find out? And that's what amuses me about some institutions, who wonder why they don't get business, when they don't go out and buy it, because that's all there is to advertising.

It is amusing to hear some people talk. They come up to me and say: "Bill, you have a lot of nerve to advertise the way you do." A great many of my friends



snuff and if the sample does not please you in every way, we would not for anything disappoint you."

That's the principal reason our advertising has paid. The trouble with a great many people who want to succeed in advertising is that they are afraid they are going to lose something. They are afraid the people of America will beat them, when they simply have a mistaken idea, and you can pick out ten men from ten different states in our list of customers, bring them in to Waterloo and those ten men from each different state will represent the average run of our customers, and will not vary 2 per cent out of 100.

These are the foundation stones on which we have built our business, and the only way to get in touch with these people is by advertising. It can't be done any other way.

Things never looked better for the future, simply because our list of customers is getting longer and bigger every day, and when we do get a customer once, we treat him in such a way that he will stay with us.

At first when we started advertising it was a question with me whether it was the right system or not, not having had experience, but I was not long in getting in touch with the Long-Critchfield Corporation of Chicago, and we have worked together ever since, because they had had the experience and were conscientious and honest in steering me right, and the result is our present business, which while it is not large, yet will run up to the two and a quarter million mark this year, and is growing every day, and if I were to start in business tomorrow with some new line I would go at it just the same as I would start to build a house. I would hire a good advertising agency, the same as I would hire an architect, and would lay out my plans; then start in at the foundation and build it up. Advertising is just exactly the same thing, and it must be planned, started in right, and the different details carried out to the letter, with the right kind of copy, etc.



We are not asking you to "buy a cat in a bag"; have neither oratory nor sentimental tears to work off on you. We just want an opportunity to lay some cold facts and figures before you relative to the UTICA

## SATURDAY GLOBE

We believe that a complete knowledge of the nature of the SATURDAY GLOBE, the quantity of its circulation, the territory in which it circulates, the class of people who read it regularly each week, would quickly result in the use of the publication as an advertising medium by the wise business man, to the profit of the advertiser and the publisher, and to 'the satisfaction of the GLOBE'S readers.

Nearly 140,000 homes of thrifty, prosperous, buying people in one of the best sections of the United States—interior New York, New England and adjacent states, are reached each week.

The SATURDAY GLOBE is a home newspaper in every sense of the word. It gets a complete reading such as few other publications receive. Facts and figures in our possession, and cheerfully at your disposal, would be most interesting to you.

Give us the opportunity to present them.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

Nearly every advertiser in England uses—

## The Daily Mail

London, England

It is the battering ram of an English campaign. It takes the advertiser's story into one home out of every eight in the United Kingdom. It is the most powerful factor in the problem of distribution. The dealer readily stocks the merchandise advertised in the Daily Mail—he knows.

**The largest circulation of any  
daily newspaper published in  
the English language**

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*For rates and further information, etc., write to*

**WILLIAM H. MAXWELL, Jr.**

***The Windsor Arcade, 46th St. and Fifth Ave.  
New York City***

WHEN an advertiser begins to consider the question of capturing London trade, he writes at the head of his list—

## *The Evening News*

A home paper which covers London and its suburbs.

It provides, in England, the best opportunity for intensive advertising.

**The largest circulation of any evening daily in England**

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*For Advertising Rates and General Merchandising  
Information Apply to*

WILLIAM H. MAXWELL, Jr.

THE WINDSOR ARCADE

46th STREET AND FIFTH AVE., NEW YORK CITY

## THE IMPORTANT CITIES OF THE SOUTH.

THE FACTS ABOUT THE LEADING CITIES "SOUTH OF MASON AND DIXON'S LINE"—AN INTERESTING TALE OF INCREASED WEALTH AND ACTIVITY—WHERE THE POPULATION, COMMERCE AND CHIEF RESOURCES OF THE SOUTH CENTER.

To the advertiser desirous of getting more business out of the Southern field, or selecting try-out cities, it will be interesting to examine at close range the mooted Southern prosperity at specific centers.

A decided change is notable in all the larger Southern cities—a *renaissance* of commercial activity which is a far cry from the century-old atmosphere of inactivity which has typified Southern cities for so long.

### ATLANTA.

Atlanta is one of the big capitals of the South, containing 135,000 people, with 25,000 more in suburbs. The city stands at a point where Eastern traffic meets in confluence the Western stream of commerce to the Southern seaboard. Several millions are being spent by the railroads to enlarge their terminal facilities.

It is the third insurance center of the country, while railway, telegraph and telephone interests make their Southern headquarters here. The rapidity of its manufacturing growth is indicated by the fact that in 1900 only \$15,000,000 worth of goods were manufactured, whereas now \$40,000,000 is the annual manufacturing total. Ten years ago all six Atlanta banks had deposits no larger than the total now enjoyed by one bank.

Georgia's one hundred million dollar cotton crop, and the cotton states' six hundred million dollar total of manufactured products, the business center of which centers in Atlanta, bring a great deal of business.

Atlanta is the South's publication center, and also the center of Southern mail-order business. Bank clearings have grown \$170,000,000 since 1900. It does an annual retail business of \$25,000,000 and a wholesale business of \$100,000,000. A \$300,000 auto race-course brings thousands of people annually, and the only national auto show in the South is held at Atlanta.

### SAVANNAH.

This is the largest port of the South Atlantic. Sixteen thousand miles of railways, traversing twelve states, with a population of 24,000,000, center here. In naval stores this city leads the country. The business transacted in Savannah in 1908 totaled \$151,000,000, not including cotton, lumber, rice, naval

stores, etc. A large part of four states are tributary to Savannah as a jobbing center. The population is close to 82,000. In 1909, thus far, a total of \$149,000,000 worth of imports and exports have cleared at Savannah—a 217 per cent and larger increase since 1901 of any port in the country. The United States Government has spent \$9,000,000 improving the harbor, and will soon spend a great deal more. An international auto speedway brings many thousands of people. Manufacturing interests have doubled since 1900. As a distributing center for Northern manufacturers it presents unusual advantages. Concerns like the Sherwin-Williams Company, the American Steel & Wire Company, etc., have their distributing centers here.

### NEW ORLEANS.

With a population of 323,157, and an enviable situation on the Gulf, New Orleans is a big national port. Forty millions in imports come annually through this port, chiefly coffee and sugar. Exports amounting to \$175,000,000 are shipped to many countries from here—1,610 ocean vessels arrived at New Orleans in 1908, and about 2,000 river vessels.

As a rice and cotton and lumber market it is quite remarkable. Six hundred and fifty thousand acres of rice are in cultivation in the New Orleans district. It is the largest cotton market in the world, outside of Liverpool. Several million dollars' worth of lumber are traded here. Forty million dollars' worth of sugar and molasses refining is done. The bank clearings for the first eleven months of this year were \$796,778,509, an increase over the same time last year of \$104,000,000.

As a railway center New Orleans is a Southern apex of all traffic. Eight large systems terminate here, tapping by direct route over twenty-one states. The Panama Canal is expected to very greatly boost the city when completed.

### LOUISVILLE.

This city has gained about 30,000 population in nine years (a present total of 233,069), and its volume of business is growing proportionately. Its bank clearings are ahead of many other cities of larger population, and have increased by about \$70,000,000 since last year. It is the largest leaf tobacco market in the world, and its manufactures of liquors and agricultural implements, leather products, horns, etc., total \$100,000,000. Meat products alone total \$6,000,000.

### MEMPHIS.

Since 1890 this city has considerably more than doubled its population, which is now 132,581. Nine railways center at this city, which is one of the chief Mississippi ports, and is the leading inland cotton market. About \$30,000,000 worth of manufactured products are made annually. Lumber and cotton products are the chief products, and its bank clearings amounted to \$254,536,473 during the past eleven months of 1909—an increase of \$28,000,000 over last year. It is one of the liveliest cities in the South.



# REASONS WHY THE *New Orleans Item* is the Advertiser's First Choice

Reason I.—The *Item's* circulation averages over 31,000 daily.

Reason II.—The New Orleans *Item's* *total* net paid daily circulation is 50 per cent. more than any other New Orleans newspaper.

Reason III.—The New Orleans *Item's* net paid daily *city* circulation is over 65 per cent. more than that of any other New Orleans newspaper.

Reason IV.—The New Orleans *Item's* net paid daily city circulation is more than the *combined* city circulation of any other *two* New Orleans newspapers.

Reason V.—Distribution of the New Orleans *Item's* total circulation is 82 per cent. in the city, and 18 per cent. outside, giving the best and most advantageous distribution to the advertiser.

Reason VI.—90 per cent. of the New Orleans *Item's* city circulation (now over 24,000) is delivered direct into the homes by the *Item's* own carriers; *this is quality.*

Reason VII.—The New Orleans *Item* carries more local display advertising, more foreign display advertising and on weekdays more classified advertising than any other New Orleans newspaper by over 25 per cent.

## SMITH & BUDD COMPANY

*Advertising Representatives*

Brunswick Building, New York

Tribune Building, Chicago

Third National Bank Building, St. Louis

**BIRMINGHAM.**

This city, owing to the steel industries centering there, is now one of the very foremost Southern cities. Eleven railways center there, and a \$2,000,000 terminal is just finished. Enormous coal deposits—containing 90,000,000,000 tons—are close by, as well as 2,000,000,000 tons of iron ore. Birmingham has thirty-eight out of fifty-nine iron smelters in Alabama, and is the fourth iron city of the world, smelting 2,500 tons daily. The Birmingham steel industry is enormous, selling at higher prices than Pittsburg products. Million dollar mills are being erected by the rich steel companies.

The population of the city is growing rapidly. A \$60,000,000 jobbing business is being done annually. A large lumber and cotton business is being done.

**NASHVILLE.**

This city is a strong and very rapidly growing manufacturing city, of 105,877 population, a growth of nearly one-third since 1900. Twelve years ago its bank clearings totaled only \$50,000,000—now it is about \$207,000,000 a year—a growth of over 400 per cent.

It is a heavy milling center. Thirty-five carloads of flour are made every day, or about \$7,000,000 worth per year. Nashville is also a large hardwood lumber port, and it is also the fourth shoe manufacturing city. It has an annual jobbing business reaching \$167,000,000, an increase of \$14,000,000 in two years.

Thirty-six publishing plants are located in Nashville.

**KNOXVILLE.**

With a population (including suburbs) of 60,000, and the center of an important iron and coal mining region, this city is of considerable industrial importance. Zinc and marble are extensively mined. Sixteen million dollars in manufactures, chief of which is flour, enrich the city. Bank clearings have increased \$8,000,000 since last year.

**CHATTANOOGA.**

Iron and steel interests are large in this city, 4,000 men being thus employed out of a total population of 34,297. Furniture, hosiery, flour and other lines of manufacture, producing a total of over \$18,000,000 in manufactures. Its bank clearings for the past eleven months totaled \$68,418,472.

**FORT WORTH.**

This city has had an exceptional growth, to its present population of 30,000. It made a gain of \$112,000,000 in bank clearings in 1908 over 1907. There are twelve railways converging in this city, and in 1908 there were over a million freight cars handled. It has large stock-yards, at which 1,000,000 cattle were received in 1907 (the fourth year of the stock-yard's existence). As a railway distributing point it is making very rapid advances.

**HOUSTON.**

This city is a considerable South-western city, of about 60,000 popula-

tion. Rail and steamship traffic is large, and cotton is dealt in to a large extent. Some millions of dollars of manufactures are made here (car wheels, wagons, cotton seed oil, railway machine shops, etc.).

**JACKSONVILLE.**

Jacksonville, the commercial capital of Florida, has increased 120 per cent in population in eight years. Sixty-six thousand, five hundred and twenty people live there, and the mettle of Jacksonville business can be estimated by the fact that in 1901 the city was almost completely destroyed by fire, but, like San Francisco, has rapidly risen from its ashes.

Twenty-five million dollars' worth of building has been done since then, and the channel from the city to the seaboard has been deepened by the Government at a cost of \$4,000,000. A twenty-four-foot channel instead of an eleven foot channel now brings in increased commerce, while plans for a thirty-foot channel are under way.

During the past eleven months there have been 3,784 foreign clearances of vessels. The foreign exports have risen from \$425,916 to \$2,310,506. The bank clearings have increased by over \$16,000,000 during the past year. Jacksonville is said to have more wholesale houses than any other city of its size in the country.

**MOBILE.**

Mobile ranks third in the country's cotton markets, and does a heavy volume of business in lumber, naval stores, vegetables, etc. Its manufactures total annually \$6,000,000, and its bank clearings for eleven months of this year \$63,088,889. Its population is about 45,000. Four railways and a number of steamship lines center here. This city is one of the Southern cities growing very rapidly.

**CHARLOTTE (N. C.).**

This city of 23,000 is called the "city of electric energy" because of its cheap natural power. It is the recognized center of the Southern cotton-mill industry. Within 100 miles are 425 cotton mills, representing \$150,000,000 in capital. It is an important railway center, handling an annual freight business of over \$2,000,000.

**MACON (GA.)**

This city has 67,542 (including suburbs), and is an important manufacturing center. The \$2,000,000 Central R. R. of Georgia and other railway shops are located here, and 60,000 bales of cotton are received annually.

**OTHER CITIES.**

Among the other cities of importance, as judged by bank clearings, for eleven months of 1909, are:

Richmond, Va.....	\$322,596,937
Norfolk, Va.....	176,459,518
Charleston, S. C.....	70,311,704
Vicksburg, Miss.....	14,381,875
Columbia, S. C.....	12,000,000

# How South Bend Watches

## Came to the Front

THE South Bend People knew they were making a high grade, high priced watch, but they were a new company and they found the right-of-way pretty well occupied by old and established contemporaries, who seemed disposed to keep in the middle of the road, regardless of the new-comer.

South Bend Watches are sold only through Dealers,—but how create a demand?

Simple,—as it was effective.

They took a few publications with a *proved* Rural circulation, and advertised to the people to look at the new Watch at their jewelers.



Home Life with its 900,000 proved circulation, led their campaign, with page-copy. The result was phenomenal. If you doubt, ask any jeweler in any small Town and then hear what he says.

The plain, honest, substantial people in the smaller Communities are the bulk and the back-bone of the Nation. Home Life is edited for and circulates only among them. It reaches their hearts;—they *believe* in it and they buy the goods that are advertised in its columns.

**This is important to you, if true. Investigate for yourself.**

Any information you want is yours for the asking. and it's no trouble to answer questions.

### Home Life

D. W. Gaylord, Adv. Mgr.  
Chicago, Ill.

L. R. Wasson, Eastern Manager, New York

# Waste Advertising in Great Britain.

## A Word to American Advertisers.

It is the ambition of every American business man to get the maximum of results from every expenditure of time, energy or money.

In advertising this is specially true.

It is a matter of experience that, in Great Britain, American advertising methods, policy, phraseology, etc., fail in their object—are wasted—unless modified to suit English habits of thought, and methods of buying and selling.

British trade must be won by British methods.

In S. H. Benson, Ltd., American Manufacturers have at their disposal a comprehensive knowledge gained by years of experience—not only of the conditions that appeal to the English buying public, but also in the solution of the problems that confront the American manufacturer desiring to increase his sales in Great Britain.

"The British Proposition"—a booklet for business men should be read by every American Manufacturer.

Complimentary copies sent on request.

**S.H. BENSON, LTD.**

Professional Advertisers

KINGSWAY HALL

LONDON, W.C.

Telegrams: "SPURTS, LONDON"



## GROCERY SPECIALTIES IN ENGLAND.

BRITISH GROCERS CLOSELY ORGANIZED—MANY AMERICAN LINES ARE GOOD SELLERS—DIFFICULTIES OF THE MARKET, AND HOW TO COME AT IT BEST—GETTING THE GROCERS' CO-OPERATION—TRADE WORTH THROUGH TRADE PAPERS.

## LONDON, ENG.

Always one of the events of the advertising year is the Grocers' Exhibition held at the beginning of the fall, or, as we should say, the autumn. All the trades handled through the grocer are well and ingeniously represented. Much money is spent on the erection and stocking of stalls. The men with specialties always put in their best work, and the exhibition is very widely attended. All the great railways run excursions at reduced rates for the occasion, and every part of the country has special railway facilities furnished for the occasion. The railway trips are advertised in the daily papers, and it takes from three to four columns of closely packed ruby type to print the list of them.

The grocery trade here is well organized, knows its own mind, and acts very much in a block. What the average grocer says in the south extremity of the island, the average grocer says in the north extremity of the island. They have their trade organizations and they hit hard at anybody whom they consider to be injuring them. Not long ago, the Sunlight Soap people started a campaign of house-to-house canvassing, which has only of late years become at all common in this country. The canvassers sold soap. The grocers did not like this, and their associations got busy and compelled Lever Brothers, when they sent canvassers out, to buy the soap first at retail prices of the local grocers. Anybody who wants to handle the grocery trade here must handle it with knowledge.

AMERICAN GROCERY GOODS IN LONDON.

Your chief interest in this sub-

ject is, of course, about American specialties in our market. Plenty of them are here. You practically own the breakfast-food trade. Grape-Nuts, Post Toasties, Force, Quaker Oats and Shredded Wheat are the prominent American representatives of this side of the business. But other sides are represented too. American canned fruits practically monopolize the business in that way: Armour's, Swift's and Libby's Meats, and Heinz's Beans, Tomato Soup, and Pickles are here in great shape. Campbell's Soups are coming directly. Sapolio, Carbona, Electro-Silicon, Bon Ami, are all on the market, and Liquid Veneer has made a start on a free-trial campaign. Some of these concerns are run through agencies. Others have London offices of their own. The Grape-Nuts and Post Toasties interest has been very prominently advertised, and the London management is now in the hands of an agency house, that of Fassett & Johnson. They already represented Sapolio, Electro-Silicon, and other American lines, as well as Seabury & Johnson and a chain of American products in that department, and consequently have a fine connection. They have worked up their grocery department a good deal lately, taken fine fresh premises in Clerkenwell Road, London, and keep a staff of travelers for the grocery trade exclusively. No doubt they are open to handle other grocery specialties.

## AGENCY PLAN PREFERABLE.

On the whole, the agency plan works best, provided the agent knows and is known to the grocery trade. He must have an intimate acquaintance with the constantly changing trade conditions, and also must have friends in the trade; he must be known to grocers as a man who gives a square deal. It has many times happened that American grocery goods have been brought over here and taken away again for no other reason than that the market was not approached rightly.

For handling a grocery specialty, you see is very greatly a matter of trade representation.

Advertising, alone, will not get the business except at ruinous waste during the first year or so. A great deal depends upon fixing trade terms right. Grocers are conservative, and like the kind of price-list that they are accustomed to. They take very unkindly to fresh rules. Also they very much like long credit if they can get it. If they cannot, they consider that they ought to be allowed a special price or an extra discount. Consequently an experienced trader will so fix his prices, even if he means to get prompt payment anyhow, as to leave a discount to be taken off for cash. The sort of arrangement that a grocer likes to make is what we call "payable on journey"; that is to say, when the salesman gets round to solicit business, he at the same time collects the bill for the goods which he sold last trip. The retailer is advised from headquarters about a week or a fortnight before the traveler comes, and knows that he will have to pay then but he does not have to pay before. This means three, perhaps six, months' credit in some cases. When there is a well-organized corps of travelers handling the grocery business they get round quicker, and consequently make quicker collections. Anybody who tried to sell goods to the grocers on the principle of drawing a bill in a month's time would have plenty of fights on his hands.

#### HARNESSING THE GROCER.

The grocer has been worked pretty hard by specialty men in the way of demonstrations, window-shows, and so forth, and he is getting increasingly difficult to handle on these lines. He used to give assistance for nothing. Nowadays he expects something for it. He is not by any means keen on distributing samples, but he can be got to do it for a concern that he knows will stand by him. The grocers are hit by the licensing clause in the Budget now before Parliament. This has set grocers looking to the other branches of their business to make up for profits which many of them will lose by abandoning the liquor

trade—wines, spirits, and ales in bottle—so that at the present moment there are favorable opportunities of getting after the grocer with any fairly attractive proposition.

The principal trade paper, the *Grocer*, has been established forty-eight years, and charges about \$22 a page for space. There are also the *Grocers' Gazette*, whose rate is the same, and the *Grocers' Journal*, which charges \$1.75 single-column inch. The Irish trade, which is a separate department and has its own conditions, is taken care of by the *Irish Grocer*, published in Belfast, and charging \$10 a page for its space.

Properly handled, a market can be made here for any good American specialty, but proper and experienced handling are very important to economical introduction.

#### ANNUAL MEETING OF THE AD-CRAFT CLUB OF DETROIT.

The Adcraft Club of Detroit held its annual meeting on December 14th. The report of the officers showed that the club had passed through the most prosperous and productive season of its history, the membership having increased from 132 to 185, all in good standing, with the assurance that the constitutional limit of 200 would be reached before January 1st.

The officers elected for 1910 were: President, Wm. R. Orr; first vice-president, E. S. Lewis; second vice-president, H. W. Ford; corresponding secretary, W. L. Cowan; secretary and treasurer, G. M. Slocum; member of committee, J. W. T. Knox.

E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company, will act as chairman of the Entertainment Committee for 1910. The monthly dinners will take place on the second Tuesday of each month. Each dinner will be given up to some particular advertising subject. The January meeting will be devoted to the subject of "How to Meet Competition by Advertising and Salesmanship." The February meeting, "How to Reach the Consumer Through the Retailer by National Advertising." The March meeting, "How to Reach the Farmer."

During the holiday season, instead of sounding a gong to warn shoppers that it is time to close the store, the R. H. White Company, one of Boston's largest department stores, had two buglers sound "retreat" and "taps" from the balcony. The idea proved pleasing to the shoppers, who always rewarded the buglers with a round of applause.

The  
Only  
British  
Agency



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KEYS  
TO  
SUCCESSFUL  
FOREIGN  
TRADE

A 5 Minutes  
Chat with ~  
American ~  
Manufacturers

With  
Its Own  
Offices In  
America

## Send <sup>for</sup><sub>this</sub> Booklet

It has a distinct value to every American manufacturer anxious of securing more extensive markets for his products

# T. B. Browne, Ltd.

Who have made a specialty of foreign advertising for the past 35 years will be pleased to submit comprehensive estimates covering practically any part of the world, and give any information that may be required

**T. B. BROWNE, LTD.**

New York Office

Transit Bldg., 5 and 7 East 42nd St., New York City, N. Y.

## THE COMMERCIAL POWER WAGON.

BUSINESS MEN MORE READY TO PAY A PRICE FOR PLEASURE AUTOS THAN FOR BUSINESS VEHICLES—THE BIG FUTURE OF THIS BRANCH OF THE BUSINESS—THOSE WHO ARE ADVERTISING NOW.

*By Charles E. Duryea.*

Technical Expert, American Motor Car Manufacturers' Association.

The pioneer automobile makers looked to the commercial vehicle as their proper field, and often built the pleasure vehicle simply to fill orders at hand and to employ the time till they should have their commercial product ready for the market. But they reckoned without the buyer, and overlooked an important trait of human nature.

The successful business man watches every detail and figures the returns from every penny. As a matter of business, he is a "tightwad." But let his personal pleasure be the incentive and he is just the reverse. No price too high, no luxury too great. He purchases big, luxurious, expensive touring cars in order that he and his family may ride in a style and at a speed beyond that of his neighbors. What matter about the expense? It is his pleasure and that is sufficient. He even hires a skilled driver.

No wonder the automobile builders gave most attention to this class of goods. And how different the reception of the business vehicle! At every point it must fit a most rigid economy. Its first cost must be low, its repairs few, its fuel consumption small, its speed high, and its driver inexpensive.

Truly a hard problem. But the persistent inventor has proved himself its equal, although again not with the solution expected. Instead of beginning with the smaller sizes and growing toward the larger, as was done with the pleasure cars, the successful commercial automobile was first found at the larger end of the line. Heavy trucks carrying loads larger than several teams would haul and moving faster than loaded

teams, proved their superiority and economy.

Being expensive, they were not entrusted to cheap drivers, nor did "joy riding" largely figure in their use. The Rapid, Manhattan, Grubowsky, and other trucks of two to eight-ton load capacity, are examples of these. The twenty to thirty-five passenger sight-seeing cars are familiar to nearly every city. The Reliance trucks, propelled by two-cycle engines, are giving like service, while the electric trucks, employing storage battery and electric motor, must not be omitted.

As the years go by the range of successful service extends downward. There have always been small commercial cars, but of very limited successful use. As mechanisms become simplified, and drivers and owners educated to the power vehicle, they will rapidly increase. Each year finds them simpler and surer. The price likewise is keeping pace with the downward size, till to-day a number of the light delivery vehicles can be bought well below \$1,000 each, such as the Holsman, McIntyre Brush and Duryea.

The Rapid Motor Vehicle Company has done some pioneer advertising work in this line, and so has the Reliance and Hewitt. It is freely predicted that the great future of the auto lies in a commercial direction, and that periodicals will some time carry as much commercial auto business as the other kind.

And in all lands the commercial vehicle will now move forward more rapidly. Three thousand commercial motor vehicles were bought in London last year. The very magnitude of the market has made its beginnings now, but not less certain. The high price of horses, the increased cost of horse feed, and the growing prosperity now upon us will all assist to extend the use of the commercial vehicle. This also applies to semi-commercial service, such as the work of doctors, inspectors, collectors, rural mail deliverers, and other busy business men who need cars strictly for business purposes.

# Advertising Money Brains Life

LIFE'S Automobile Number contains a total of 18,765 lines of advertising, being the largest single number in his happy career of 26 years.

A combination that has made the automobile business break all records in industrial progress.

No less remarkable is LIFE'S record in automobile advertising.

In 1907, LIFE'S record year, he carried 60,000 lines of automobile advertising. In LIFE'S Automobile Number, January 6th, now on press, 15,000 lines of automobile advertising.

One-fourth as much in this single number, as carried in his entire record year—1907.

You know, as an automobile manufacturer, the demand for any car does not increase if giving unsatisfactory value and service.

LIFE would not continue showing such a remarkable increase in automobile advertising were he not giving satisfactory value and service.

Avoid waste in your advertising the same as you do when purchasing material.

I have figures which prove that LIFE reaches more automobile owners in proportion to his circulation than any magazine printed.

If you wish to know what your competitors are doing, watch LIFE. Send for a copy of LIFE'S Automobile Number and figures which prove. Address your request to LIFE'S Advertising Manager.

GEORGE B. RICHARDSON,  
31st Street, West No. 17,  
New York.

B. F. PROVANDIE, Western Manager,  
Marquette Building, No. 1204,  
Chicago, Illinois.

**"One paper in the HOME is worth a thousand on the highway." ---Marshall Field**

**All the NEWNES' publications are Home Magazines.**

**THE STRAND MAGAZINE (British Edition)**

The most famous advertising medium among British magazines. An advertisement in it is never done bringing replies.

**TIT-BITS** The first and most popular of penny weeklies. Advertisements in it work seven days a week. Do not miss an issue.

**THE SUNDAY STRAND** Too good to be ignored by advertisers who know the value of "confidence of its readers." It is the most popular religious magazine published.

**WIDE WORLD MAGAZINE (British Edition)**

Something different to every other magazine. It runs a "Purchasing Agency," which adds much value to the advertisement pages.

**GRAND MAGAZINE** An all fiction magazine immensely popular with the British public. Its popularity has revealed an enormous field for a purely fiction monthly.

**FRY'S MAGAZINE** The best magazine for advertising all that men wear, eat, drink, smoke—in fact, everything all well-to-do men buy.

**THE CAPTAIN** Which enables you to tell both "boys" and "old boys" what you have to sell. Circulates in every public school in Great Britain.

**WOMAN'S LIFE** Proves the old advertising adage up to the hilt, that it pays to advertise to women readers. Do not ignore its many thousands of purses.

**COUNTRY LIFE** A superb publication. To see how well advertising really can be printed put an advertisement in "Country Life." It will bring results, as a matter of course.

**THE LADIES' FIELD** The leading weekly journal of Fashion, Society, and all other matters in which ladies of fashion are interested. Magnificently illustrated and handsomely printed.

**THE GARDEN** The penny paper British horticultural advertisers pin their faith to. Not to use it is like deliberately spurning customers.

**WOMAN AT HOME** The most up-to-date woman's magazine published. The medium you must use to appeal directly to the best class of women readers.

The above publications are published by **George Newnes, Ltd., 3-12, Southampton Street, Strand, London, England**, who will be pleased to forward full particulars of advertisement rates on application.

Experience has shown advertiser after advertiser that the soundest and most substantial results are obtained from periodicals which enjoy "long life." There is no surer evidence of that fact than the

## "STRAND MAGAZINE"

(British Edition)

For such a long time is every issue of interest to successive readers that advertisements in it are never dead.

Read what the famous British manufacturers, Messrs. Fox Brothers & Co., of Wellington, Somerset, say about the *Strand Magazine*.

Gentlemen:

Dec. 4th, 1909.

We have been advertising our Puttees in the *Strand Magazine* regularly for the last 8 years, and should now like to say that the result from the very start has been extremely satisfactory to us. As you know all our advertisements are "Keyed," and we are thus able to make reliable comparisons with other magazines and illustrated papers; it will therefore be of great interest to you to learn that the comparisons in question show that the *Strand* easily tops the list of carefully recorded references, and is by far the cheapest advertisement we run. Yours truly, etc.

**Advertise in every issue to get the  
full force of cumulative effect**

Rates and full particulars from GEORGE NEWNES,  
Ltd., 3-12 Southampton St., Strand, London, England



## BRINGING RETAIL AUTO SELLING UP TO THE MARK.

MANUFACTURERS FINDING IT VITAL TO GET BETTER SALES REPRESENTATION TO CONSUMERS—BULLETIN METHOD ADOPTED BY SEVERAL CONCERNS—BRINGING SALESMEN TO FACTORY—THE PART THE ROAD MEN PLAY IN CREATING A FAVORABLE ATTITUDE—AN INTERESTING BULLETIN SYSTEM.

*By A. J. Stocker.*

With Frank Presbrey Advertising Agency, New York.

Every manufacturer would do well to constantly question the efficiency and comprehensiveness of his selling methods. Mere broadcast advertising alone has so often proved unprofitable and insufficient that wide-awake makers prefer to save their money until they can direct its use definitely.

Advertising cars successfully is not so much creating a general demand for the machine bearing a certain name as definitely influencing individual minds. The millions don't count. Advertising and selling pressure must be exerted on a few hundreds at the most.

It will pay any maker to methodically set aside and use \$40 or \$50 or \$100, according to price and class, for the advertising of each individual car. This, at the initiation of a campaign. The perfection of selling methods may lower this cost later.

Distributors are co-operating more and more with the manufacturers in creating business. They should be encouraged to spend their own money in advertising more generally, the manufacturer giving them the benefit, as far as possible, of his advertising facilities. This is a field as yet little exploited by manufacturers.

Dealers who will not co-operate in this manner will, in a year or two's time, prove unprofitable to any manufacturer, because we are approaching a time of keen competition. The supply will no longer be unable to cope with the demand. Every ounce of effort will

require to be put forth to keep even the most popular cars to the forefront. The time to start is now.

The average dealers' salesman is a frost when it comes to actual selling. A dozen representing as many different makes, will tell stories so similar that a buyer has no grounds given him upon which to base a choice. Ignorance of his car is the salesman's chief weakness. Manufacturers should work tactfully with their dealers to eradicate this. Salesmen should be brought to the factory and taught to know the car in minute detail, especially its distinctive features. They should be taught the value of the distinctive features of competitive cars as well.

Some salesmen rely too much on joy rides and superficial appeals to buyers. They don't get down to brass tacks and explain why the smooth running of the car is directly attributive to the right transmission, a special, finely cut set of gears, or to a six-cylinder four-cycle, or three-cylinder two-cycle engine. It may be attributed to any of these things. Can the salesman tell the prospect in graphic, understandable language, the exact why and wherefore?

A good test of a salesman is to put him up against the designer and have him criticise the car from the users' point of view. It takes a true salesman to offer a practical suggestion as regard the design that will be of real value in selling the car.

One or two companies have adopted the weekly or bi-monthly bulletin system as a means of effectively corraling the interest of the dealers and salesmen. These are sent out at regular periods, attractively printed and carefully written. Each deals with one or two vital selling points, and treats the argument in concise and understandable language. The language is made as simple as possible, because the salesman talks as he reads. The personal influence of the road men representing the house is vitally important in instilling a realization of the proper value of the bulletins in the minds of the dealers and their salesmen.

TRADE PAPERS AND MISREPRESENTATION.

THE PLUMBERS TRADE JOURNAL PUBLISHING CO.  
NEW YORK, Dec. 16, 1909.

Editor of PRINTERS' INK:

The interesting communication of G. P. Blackiston, under the heading "Concerning Waste in Advertising," in a recent edition of PRINTERS' INK, has greatly attracted this journal. Mr. Blackiston, we should judge from the original and modern manner he has of preparing advertising copy, is a man of ability and a successful member of the particular line he represents.

The communication he has presented, we are in a position to know, is absolutely correct in its details, but Mr. Blackiston has, unintentionally, no doubt, cast a direct ray of suspicion upon the merits of advertising in the trade publications in which he advertises "Steel King" closet tanks. How is the casual reader to know what publication he refers to in his article?

In every trade there is at least one paper that stands for and represents that trade. The reasons for lack of business, coming from any technical publication, are that they solicit business outside the field or they misrepresent their position in their trade. As the leading paper in our field, we wish that Mr. Blackiston in his letter had either named the publication referred to, or had eliminated those of us who are carrying his ad and making good.

We reproduced in our December 1st edition the full page, showing the ad referred to, together with a statement of our position. With the fast-changing attitude of the general advertiser and agency toward the trade paper as a means of distribution, there should be a thorough examination of circulation statements and a close study of the percentage of the entire possible field that a paper covers. The Journal welcomes such an investigation.

F. M. NORTON.

MOVING PICTURE ADS BETWEEN ACTS.

418 West 44th St.,  
NEW YORK, Dec. 17, 1909.

Editor of PRINTERS' INK:

The news from PRINTERS' INK that a new theatre-curtain advertising company has been organized suggests an idea which I herewith submit to your "Prize Idea Contest."

Why not have a moving picture machine in every theatre and throw ads on the curtain between the acts?

JOHN P. MCENROE.

Ralph E. Briggs, well known among advertisers and agency men in the East and West, has been made Western manager for the Munn publications, succeeding Mr. Heilbrun. Mr. Briggs is widely known, having at various times been connected with the advertising departments of *Success Magazine*, *Suburban Life*, *Lupton's* and other prominent publications.



We feel even a little more kindly than usual toward everybody this week and in discussing the "SYRACUSE SITUATION" we are going to come out frankly with two statements:

*First, that Syracuse with its thousands of skilled and well-paid workmen of typewriter, automobile, piano and other high-grade lines of output, is a splendid market.*

*Second, that Syracuse has three newspapers that compare very favorably with those of any similar city in quality and circulation, and among the three, THE SYRACUSE EVENING JOURNAL, the newspaper which has shown the most rapid and substantial development, in the face of active competition, of all the growing newspapers of this country in recent years.*

THE SYRACUSE EVENING JOURNAL now has more than 30,000 circulation daily. All of it in the district of which Syracuse is the trading center.

A new rate card goes into effect at an early date.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Third Nat'l

Bank Bldg., St. Louis.

## AUTOMOBILES AND THE FARMER.

TWENTY-SEVEN MAKES NOW BEING ADVERTISED IN FARM PAPERS—PROMINENT FARM-PAPER ADVERTISERS SAY ADVERTISING OPPORTUNITIES FOR AUTOS IN RURAL DISTRICTS ARE EXCELLENT.

James M. Pierce, publisher of *Pierce's Farm Weeklies*, Des Moines, Ia., has just issued a booklet entitled "Are the Farmers Buying Automobiles?" Reproductions are made from the *Iowa Homestead*, *Wisconsin Farmer* and *Farmer & Stockman* of the advertisements of twenty-seven separate and distinct automobile concerns advertising autos to the farmer. They are the Moline, Reliable, Dayton, Capital City, Howey, Rambler, Holsman, McIntyre, Auto Bug, Overland, Breeze, De Mot, Black Velie, Chalmers-Detroit, Cadillac, Westcott, Carter, Winton, Times Square, Paulman, Gray, Western Auto and Kansas City Auto.

It is now conceded that no less than 78,000 automobiles are being used by farmers. About half of the 4,516 autos registered in Kansas, and half of the 10,000 autos in Iowa, are owned by farmers.

Hugh McVey, of *Pierce's Farm Weeklies*, has also gathered some interesting evidence of the prospects for automobile selling to farmers from well-known farm paper advertisers.

The general manager of the Monmouth Plow Company says that the last vestige of farm prejudice against automobiles has disappeared. H. W. Scott, vice-president of the Gordon-VanTine Company, says: "There is no question of doubt that the farmers are not only in a position to purchase automobiles, but will do so."

B. Frank Sawin, of the Long-Critchfield Corporation, says that last year's shortage of 15,000 automobiles was caused by the unanticipated demand for cars among farmers. He also recalled an incident of a farm paper subscriber who came to visit the publisher in Chicago, and learned that he had an auto to sell and bought

it, even though he had not expected to buy one. At state fairs he has attended, Mr. Sawin was surprised at the keen interest in auto exhibits and races, and in the knowledge displayed by farmers about autos.

In one town of 1,800 in the West forty automobiles are owned, and automobile experiences are being swapped with great interest at all farm gatherings. Most ingenious uses, both for pleasure and for profit, are being found by the farmers for their autos.



THE AUTO ON THE FARM.

A rather original idea in automobile advertising has been adopted by the Maxwell Briscoe Motor Company for their advertising in country newspapers and in the big farm papers concentrated in the Middle West. All technical talk is entirely avoided.

The first paragraph is an invitation to take an automobile ride, coupled with a letter of introduction to the nearest dealer. The second thought is to suggest the uses of an automobile on the farm. Then logically follows a paragraph pointing out the number of models made by the Maxwell Briscoe Motor Company, that the offer of a ride is good on any of the models they make; but that, of course, you must get the Maxwell catalogue before you decide. Following this the Maxwell Briscoe Motor Company offers to give away books on automobiles.

"The reason for this change in copy," says H. A. Grant, who handles the account for Frank Seaman, Inc., "is that we believe nine out of ten auto ads are too technical."

*All Englishmen and most Americans  
abroad on the Continent of Europe  
read*

# *The Daily Mail*

*Paris Edition*

In the Black Forest, in the Alps, the Pyrenees, the Riviera, the Fiords of Norway, the Alhambra of Spain, in fact in every nook and corner of Europe where the Anglo Saxon has penetrated, The Daily Mail Paris Edition is circulated. The field of this unique advertising medium will not escape American advertisers anxious to widen their market. The Paris Mail gives more United States news than does any other daily published in English on the continent.

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*For rates and further information, etc., write to*

**WILLIAM H. MAXWELL, Jr.**

**The Windsor Arcade, 46th St. and Fifth Ave.  
New York City**

# Some Facts Which Every Should Know About the Gro

In recent issues of *Printers' Ink*  
before you these important facts

## I.

*The percentage of the exclusively French-speaking population of Montreal and the Province of Quebec is nearly as large as that of Paris.*

## II.

*In all of Canada are 1,850,000 French-Canadians. 1,450,000 of them live in the Province of Quebec, and only 400,000 in all the other Provinces of the Dominion.*

## III.

*The total population of Quebec Province is about 1,800,000. Of this number about 1,450,000, or 80%, are French-Canadians, leaving only about 350,000, or only 20%, of all other nationalities.*

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These facts are irrefutable—absolutely incontrovertible. They set forth the Province, and show clearly that the French mediums are not only essential to the campaign to market goods in this gr

# La Patrie

is a French-Canadian institution—the recognized high-quality French newspaper of Canada.

Its influence is unusual, because it is free and non-partisan and devoted wholly to French-Canadian interests.

It upholds French-Canadian traditions and customs, and reflects French-Canadian patriotism.

Its policy is virile, vigorous and progressive—its record is one of continued growth.

**La Patrie**  
MONTREAL, CANADA

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# Every American Advertiser the Great Canadian Market

f Printer's Ink we have placed  
important facts:

## IV.

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is about 1,450,000 French-  
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50,000, but their churches, schools,  
all other courts, literature, theatres  
and newspapers are French.

## V.

Looking at it from the viewpoint of co-operation with the dealer, here are some figures from Dun's for Quebec Province: Of 3,956 general merchants, 3,217 are French; of 3,094 grocers, 2,686 are French; of 1,520 dry goods merchants, clothiers, haberdashers, shoe dealers, etc., 1,296 are French. Total —of 8,570 merchants, 7,199 are French.

they set forth the conditions which actually exist in Montreal and Quebec  
not only essential, but positively *vital* to the success of any advertising  
ods in this great section of Canada.

# La Patrie

lity goes into the homes of the cream of the immense French-  
Canadian population of Montreal and Quebec Province.

Its readers are all buyers—its circulation carries no waste  
whatever.

It is held in high regard as an advertising medium by the  
retail merchants of its territory, 84% of whom are French.

Proof of the advertising value of LA PATRIE will be sent  
to any advertiser anywhere promptly on request.

United States Representatives:  
**LaCOSTE & MAXWELL**  
45 W. 34th St., New York City  
**LaCOSTE & MAXWELL**  
Marquette Building, Chicago

We are the exclusive  
National Selling Agents  
for the space of more  
than three-fourths of the  
cars in the United States,  
Canada, Cuba, Mexico,  
Porto Rico, Brazil and  
the Philippine Islands

## STREET RAILWAYS ADVERTISING COMPANY

HOME OFFICE: FLATIRON  
BUILDING, NEW YORK

WESTERN OFFICE  
FIRST NAT'L BANK BLDG.  
CHICAGO

PACIFIC COAST OFFICE  
HUMBOLDT BANK BLDG.  
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## THE FIRST ADVERTISING OF RICE.

RICE ASSOCIATION OF AMERICA STARTS CAMPAIGN—GREATER SUPPLY THAN DEMAND—EDUCATIONAL WORK NEEDED TO INCREASE CONSUMPTION—"JAPAN" RICE GROWERS IN TEXAS STARTING TO ADVERTISE TO SAVE THEIR BUSINESS—RICE AS A WORLD CEREAL FOOD.

With the January magazines a modest space advertising campaign starts for the Rice Association of America, with headquarters at Crowley, La.

This is the "opening gun" in a project to push rice consumption which is certain to grow very much larger. After suffering curtailed demand for some years, the rice men now realize that only good advertising can bring the varied and sterling qualities of rice properly before the public.

Rice was the principal article of food in Asiatic prehistoric times, and China has used it for fifty centuries. It was introduced into Europe in the fifteenth century, and into America in 1647. Impoverished Southern planters seized on rice-growing after the Civil War as offering quick and easy money, and made rice widely popular as a food. In 1896 the problem of irrigating the barren prairie lands of southwest Louisiana was solved, and a new era of rice culture began, with its center at Crowley, La. One hundred and fifty-seven canals and pumping plants now irrigate 500 rice farms in this section; while in wide areas of Texas, Louisiana and Arkansas, totaling 650,000 acres, which twenty years ago were cattle ranches and wild country, rice is now cultivated in a modern way. The twenty-two rice mills of 1880 have increased to seventy-four.

But, while the methods of rice farming and milling have grown rapidly, increasing annual production from 71,000,000 pounds in 1870 to 985,000,000 pounds in 1908, nevertheless, rice consumption has remained almost stationary, if not declining, from a per capita standpoint.

One of the most important eco-

nomie reasons for slow rice consumption is unquestionably the mental attitude of the general mass of people toward rice. As the country's wealth and food resources have grown, as truck gardening, refrigerated cars, and scientific farming have placed a greater and more appetizing variety of food before the public, the solid and substantial food virtues of rice have been neglected.

This neglect has not been due to any inherent lack in rice as an appealing food product, but quite largely to a lack of common knowledge of how to cook it ap-



ONE OF THE FIRST RICE ADS.

petizingly. This the Rice Association of America now endeavors to remedy by its booklet of "Creole Mammy's" rice recipes.

One of the most interesting features of the rice situation is the competitive status of the several kinds of rice grown in this country. The Texas rice farmers, for instance, grow "Japan" rice, which sells seventy-five cents below "Honduras" rice, which is better in color, but not better in nutriment. Japan rice is a much more fertile crop in Texas than any other kind, but its condition in

Reserve  
Space  
Now in

# Printers' Ink

Annual  
Review  
Number

January 19, 1910

Press date January 13

the market has been extremely discouraging.

A crisis has been reached during the last season among Texas farmers of "Japan" rice, and they, too, have turned to advertising as a life saver. The Texas-Louisiana Rice Farmers' Association is now engaged in getting pledges from the rice farmers to get contributions, not of money, but of *rice*, to be sold to create an advertising fund. A. E. Groves, secretary of the association, says that enough rice has been subscribed to insure the continuance of an advertising campaign, which has already been started in the newspapers.

"Japan Rice Direct From Farmer to Consumer" will solve the problem for increasing consumption," says Mr. Groves. "If the farmers want to raise Japan rice we must get a market for it. Immediate relief is what is wanted.

"We must educate American people to eat American rice, grown at home. How to properly cook rice in many different dishes, to get Japan and Honduras on the same footing in food value, and most important, to sell direct to the consumer at a price that will force both jobber and grocer to the price at which rice should be sold and give them a legitimate profit. We must make rice an everyday staple, and push home-grown rice whether it be Japan or Honduras, and keep out this foreign adulterated stuff that is yearly imported. We can do all this if the farmers will lend a helping hand. We have started on advertising and must keep it going for sixty or ninety days. Without a doubt, we can advance Japan rice to \$3.50 per barrel. The finish of Jap rice is in sight, unless we save the price from dropping."

The relative importance of rice is illustrated in this way: It is the chief cereal food for one-half of the world's people, while wheat is the chief food of the other half. The total quantity of rice and the total quantity of wheat consumed in the world are, curiously enough, just about the same. China raises 60,000,000,000 pounds; Japan 15,000,000,000 pounds.

## HOW MUCH ADVERTISING OF ONE KIND SHOULD A MAGAZINE CARRY?

THE CRAFTSMAN.

NEW YORK, Dec. 14, 1909.

Editor of PRINTERS' INK:

In reply to letters of solicitation, I received the two following turn-downs: "Your publication appeals to me, but our appropriation is limited, and thus far we have used the magazines that carry large ads of other manufacturers of vacuum cleaners. You see, we are selfish enough to want to get the benefit of the publicity that somebody else has paid for."

Here is the other:

"We have your letter, and appreciate the value of your publication for our goods, but don't you think you are carrying about all the advertising of paints and varnishes for which you can make good? Your readers only buy so much of these products, and for us to advertise with you would mean that this business would have to be spread over just so much more ground."

Which is right? How much of a given kind of advertising is a magazine justified in carrying? Here is an advertising problem which I have never seen intelligently discussed.

In support of the theory that there is a limit, I have facts from an inside man with one of the big agencies to the effect that careful records from past experience of its clients show that, other things being equal, a certain magazine carrying a large quantity of financial advertising has decreased its efficiency with the increase in the amount of its advertising of bonds, etc.

And frequently we hear an advertiser say, "We'll cover the readers of Jones' magazine with three one-quarter-page ads, and then proceed to Johnson's Monthly."

I don't think you can make a direct statement either way any more truly than you can always say that it is always best to use increased space. If an article like automobiles or vacuum cleaners is being advertised, of which the average buyer buys but one, there is more danger of a certain fixed amount of business having to be distributed among all the advertisers than if an article like a book or a picture, with no limit to the number that can be sold to any one person, is being advertised.

If any of the fraternity can show just where the line should be drawn, I am sure there are many besides myself who would be glad to hear from them through PRINTERS' INK.

FRANK W. NYE,  
Advertising Manager.

The Fort Worth Star-Telegram published an interesting Christmas Edition, 156 pages in size, carrying 638 columns of advertising. A sixteen-page Automobile Section carried 1,545 inches of automobile advertising. This is said to be the largest paper ever gotten out in the Southwest.

## A Gain Every Month of the Year

A gain in advertising each month of the present year, from January to November inclusive, testifies to the steady progress of The Chicago Record-Herald in 1909.

### *The* **Chicago Record-Herald** **Gained 2,285 Columns** **of Display Advertising**

during the first eleven months of 1909 over the corresponding period in 1908.

As The Chicago Record-Herald refuses "get-rich-quick" and other unreliable advertising, this means a gain of 2,285 columns of good clean advertising, the only kind that is printed in the home paper of the Middle West.

*The*  
**Chicago Record-Herald**  
NEW YORK OFFICE  
437 FIFTH AVENUE

## The Greatest Newspaper

In the Great and Prosperous  
Westchester County, N. Y.

THE  
**Daily Argus**  
MOUNT VERNON, N. Y.

Goes into 5,000 Homes Every Day. Is the home newspaper, read by the woman of the household, utilized by her as the guide to buy and shop.

If your advertisement is in the  
Argus she will see it.

Send for rates

**THE DAILY ARGUS**  
MOUNT VERNON, N. Y.

## HOW A LONDON PAPER TOOK ADVANTAGE OF A "CRAZE."

A CLEVER SCHEME THAT BROUGHT  
CONSIDERABLE ADVERTISING REV-  
ENUE AND AT THE SAME TIME  
WAS A GOOD ADVERTISEMENT.

By Thomas Russell.

LONDON, ENGLAND.

An entertaining incident of the past year in London was the way in which the advent of a "craze" was turned into a source of advertising revenue for a pushing newspaper.

The craze was roller-skating, which hit England in great shape about a year ago. The Winslow skate people were strongly suspected of being at the back of the sudden popularity of this form of amusement and from which I am told—having no personal acquaintanceship with the Winslow company—it would seem that the thing was done pretty subtly. The object, of course, was to sell skates. To sell skates, you have to advertise them. But it is no good advertising skates until there is a fashion for skating, and of late years improved real ice-making machinery has made runner skates more popular than the kind with castors. The Winslow people, therefore, did not advertise roller skates. They advertised roller skating, and took a lease of Olympia, the largest public building in the British Empire for people to skate in—at a moderate admission fee. Some fifteen or sixteen rinks in various parts of the country were taken, too, and they all paid a profit on the rent and administration so that the enterprise, as a form of promotion, could not be called expensive.

Moreover, once the craze started, other people jumped into the game and opened rinks. Did the Winslow people mind this? They did not. They figured it out that the more rinks there were the better, because, believing the Winslow skate to be best, whatever sold skates was good for Winslow.

But there were other people who took an interest in this matter,

too—people who saw the way to use the roller skate as an advertising medium. And hereby hangs the tale which I shall now unfold.

The *Evening News* has long been a noticeable little paper for its advertising schemes. It is, for example, much the most important want ad medium among evening papers. An evening newspaper is not the natural medium for wants. At all events we do not think so here. We think the morning the right time to want things. But Lord Northcliffe thinks otherwise, partly because he has an ingrained habit of thinking otherwise where any old-established prejudice exists, partly because his *Daily Mail* carries such a mass of display advertising, and gets such rates for it, that it cannot carry wants to any great extent. Moreover, for many kinds of "wants" a circumscribed circulation-area is an advantage, and the *Daily Mail* gets pretty much everywhere now.

Thus it was that the *Evening News* proceeded to line up the craze for roller skating for its own financial benefit. What more eligible environment for a fancy-dress carnival than the chief roller skating rink in little London? What more desirable suggestor of fancy costumes than the illustrated advertiser?

Thus far, the thing was obvious enough. For years, at other sorts of fancy-dress balls, costumes modelled on advertisements have turned up. You would not attend any one of them without mingling with the Quaker of the Oats, the late Mr. Sunny Jim, the Chocolate Girl or the Michelin Tyre man; if his costume had been only a little less exiguous you would have been very liable to meet the baby who has "Pears" Soap written across his spinal column.

This kind of thing could not be so prevalent without attracting Wareham Smith and his Bussy to the spot. But the problem was, how to link it up with the advertising space which they had for sale. At this stage the thinking department went to work, and before long Bussy got busy.

Impressed by the prevalence of

the healthy and manly, and, womanly, and otherwise commendable cult of the skate that has wheels under, he determined to have a fancy-dress carnival of his own: of the *Evening News's* own, I mean. This was easy. Further, Mr. Bussy induced the *News* to give up to the extent of £150 for prizes. Now get ready for the stroke of genius. It has (once disclosed) all the obviousness attributed by John Milton to the invention of artillery:

The invention all admired and each how he,  
To be the inventor missed, so easy it seemed,  
Once found, what yet unfound most would have thought impossible.

Why, of course! Prizes for costumes illustrating advertisements, said advertisements appearing on numerous pages of the *Evening News* kindly placed at the disposal of advertisers by Mr. Bussy—price pro rata to £144 a page, flat.

Advertisers were moreover, thriftily allowed by Mr. Bussy to swell the prize fund by offering special prizes to the representa-

tives of their own decorative announcements. Thus, the total fund closed at \$1,425. In the goodness of his heart, Mr. Bussy did not deny the advantages of this tournament to his brethren of the Harmsworth organization. Such of them as had publications to advertise were permitted to pay for space, and even drop a modest \$50 into the prize box.

As a last brilliant inspiration, when we all thought the thing was over, along came the paper on two successive evenings with a page of half-tones of the winners, each flanking a panel of words about the advertisement represented: price still pro rata to £144 a page, flat. There is not much that gets past these young men!

You will be spared description of the glittering scene and of the winning costumes. Readers of PRINTERS' INK, like the scholars extorted in verse by Mr. Newbolt, will "love the game beyond the prize": it is only necessary to say that the scene was crowded and was brilliant.

## What kind of a paper is the LYNN ITEM?

A two-cent evening paper—one of the very best papers editorially and news-wise in New England. Has a battery of Eleven Linotypes and a Quad Press. Special staff of Reporters and Photographers. Prints more LYNN Local news every night than the Boston papers print Boston news! Circulation 16,617 (actual average first six months 1909).

## What kind of a City is Lynn, Mass.?

Largest Shoe Manufacturing city in the World. General Electric Company also employs 8,000 people. Almost all High Grade labor, well paid. POPULATION: City population, 80,000; Suburbs, about 20,000. Total, 100,000.

The ITEM is read by practically every newspaper-reading family in LYNN.

JULIUS MATHEWS, Representative

## The Way to Reach 35,000 Consumers

—of the class that buys high-grade goods because it has a taste for good things and the money with which to gratify it. The "35,000" consist of professional people, business people and modern farmers and they are regular subscribers to

## Gleanings in Bee Culture

Your advertisement in this periodical will, at an economical cost, bring you into close touch with this great army of high-class consumers. And it will produce results out of all proportion to the cost. Write to-day for full information.

**The A. I. ROOT CO.**  
MEDINA \* \* \* \* OHIO

## The First Paper in Alabama

in the morning field to give subscribers 7 papers a week for ten cents.

## THE Mobile Register

reduced its subscription price on December 1st to ten cents a week and its

## Circulation is Booming

at a rate that makes it the most promising

## Advertising Medium in the South

Foreign Advertising Managers—  
Hand, Knox & Co., 911-927  
Brunswick Building, New York,  
1208 Boyce Building, Chicago,  
1509 Candler Building, Atlanta,  
Ga., and Journal Building, Kan-  
sas City, Mo.

## RESULTS OF ADVERTISING A SALESMEN'S TRAIN- ING SCHOOL.

THE METHODS EMPLOYED TO TEACH  
SELLING BY MAIL—INTERESTING  
DEVELOPMENTS REGARDING THE  
COST PER INQUIRY—MONTHLIES,  
WEEKLIES AND DAILIES USED.

"Salesmen are born, not made—that is rot," said W. W. Dougherty, president of the National Salesmen's Association of Kansas City. "Ask any one of a group of ten men you meet if salesmanship can be successfully taught, and it's a safe wager that nine of them will answer in the negative or reply in the words quoted above. Of course they are born—all men are, for that matter. They are likewise made.

"The National Salesmen's Training Association was organized in Kansas City in July, 1907, by myself, J. E. Greensdale and A. D. Washburn, all practical salesmen. The capital invested in the beginning was about \$5,000. We spent about \$30,000 in advertising the first year and took in about \$90,000. Our follow-up system covered a period of ten weeks, but we worked over all the names after they were a year old and secured very fair results. We have never thrown these names aside, for we intend to use them in the future.

"Now during the first year of our business our inquiries cost us an average of about one dollar and a quarter each. We used the best class of mediums and replies were received through advertising in such papers as the *Modern Woodman*, and the farm papers. The best results, however, in the way of students came from the high class magazines and the classified columns of the Sunday newspapers.

"During the past year we have found that the cost of inquiries in the same class of mediums has increased about one hundred per cent. This year we spent over fifty thousand dollars and would have lost all kinds of money had it not been for our co-operative plan of working through our

former graduates, who assisted us in securing new students and in this way enabled us to keep up our advertising.

"We are now forming clubs, composed of our graduates all over the world, with a view to having them advertise our schools in person, paying them a commission for every new student they send us.

"Now, while we have never made a guarantee of a position, we have actually had ten calls for a salesman where we have turned out one graduate in the past two years.

"At the present time, we practically cover the United States, and are just opening offices in Atlanta. We will shortly open another in Toronto, Canada, and are selling our courses wholesale to a great many of the leading firms through the country.

"My experience has proved that while advertising is the means by which any correspondence school must begin its career, at the same time it becomes an expensive proposition after a while as the ads do not pull as well after they have run a few months as they do in the beginning. But I also believe that continued publicity keeps the name of a concern in one permanent place in the commercial world before the public, and it is money well spent if it is spent judiciously.

"Ours is probably the most peculiar proposition of any correspondence school in the world that only teaches one course, inasmuch as our course is suited for any and every sort of man. In fact the pages of American history show that most of our famous and wealthiest men were boys who came from farms and small towns, and who had practically no education; also the demand for salesmen is absolutely unlimited, and at no time since we began our business have we ever been able to fill the orders we have for salesmen."

The National Salesmen's Training Association uses magazines, farm papers, mail-order publications, the big weeklies and daily newspapers.

# 1909

the most prosperous year in the history of the

## Worcester MASS. Gazette

With the constant improvement in our paper, and the steady increase in our circulation, we are confident that we shall show continued gains in

# 1910

**Largest Evening Circulation!**

Examined by A. A. A.

Member Printers' Ink Roll of Honor

For **Worcester—The Gazette**

## The American Cultivator

The oldest and best agricultural journal in New England, with an unrivalled record of 77 years of continuous publication, catering to three generations of progressive farmers

**This paper has done more to stimulate an interest in Automobiles for Rural Work than any other publication of its class in this territory**

**THE AMERICAN CULTIVATOR  
PUBLISHING COMPANY**

Boston

Massachusetts



## USING ADVERTISING WHOLLY TO GET CATA- LOGUE DISTRIBUTORS.

STODDARD-DAYTON STARTS PLAN FOR  
PUSHING ITS HANDSOME NEW  
CATALOGUE — MAGAZINE COPY  
GIVEN UP TO IT—PARTS AND AS-  
SEMBLING AND FACTORY OUTPUT  
—ALL AUTO RACING GIVEN UP.

A number of shrewd advertisers have frequently realized that, having gotten out a good, salesmanlike booklet or catalogue, no other advertising plan was more urgent than getting this booklet into the hands of as many interested people as possible. Consequently all advertising has been devoted to featuring this booklet.

This policy is not without its dangers, when the copy or the proposition cannot work up the interest necessary to induce people to write; but the error is far more often on the side of telling an incomplete story in the copy, without making the offer of a booklet or catalogue strong enough.

Automobile interest is now so widespread that it may be said that every man with only half enough money to buy one has the fever. It is, in fact, a matter of common knowledge that many more people are buying cars than can afford them. A Western automobile man tells how a banker was recently approached by a man whose mortgage he already held, asking for a *second* mortgage in order that he could buy an automobile!

As a result, the vital thing in most automobile advertising is to get a good complete story before the right people. This is done by some advertisers by taking double pages in the magazines. The Stoddard Dayton Motor Car Company, however, is giving up almost its entire magazine advertising to exploiting an unusually good catalogue just issued. This catalogue is beautifully tinted, with an embossed cover, and interesting argument, together with exceptional illustrations. The book is the work of Gridley Adams, advertising manager.

## NO MORE RACING BY STODDARD-DAYTON.

An important decision has recently been made by the Stoddard-Dayton concern. It will hereafter take part in no more racing—either in track or road races or hill climbs.

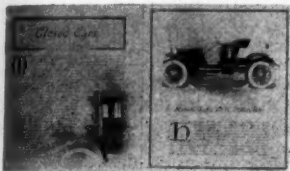


"As it exists to-day," says Mr. Adams, "racing tells the public nothing, the cars used in racing being, almost without exception, especially geared, and in many instances especially constructed, to attain the high speeds necessary to win contests. The performance of a special car has no bearing whatsoever upon the dependability and capability of any REGULAR model that a factory turns out."

The great scarcity of parts, which is the factor which has greatly limited the 1909 output, has placed a unique advantage in the hands of Stoddard-Dayton, which makes 93 per cent of all its parts.

"The real condition of the automobile industry to-day is far from what is generally understood by the outside public," says Mr. Adams. "They read that one manufacturer is going to build 10,000 cars, another 25,000, and still another 40,000 cars, for the season of 1910.

"No one factory is equipped to turn out more than 4,000 to 5,000 cars a year. If more cars go out bearing the name of any one manufacturer, they are the product of perhaps a dozen factories, though 'assembled,' maybe, in one. Their various parts are not made by



SPECIMEN CATALOGUE PAGES.

themselves but necessarily bought from part-makers and accessory-makers all over the country. Therefore, under the present condition of a great over-demand, how much regard can be given as to how one part-maker's part will bear relation to the quality of another part-maker's part? That isn't harmonious construction, but positive disorder."

J. Munroe Heilbrun, for the past four years manager of the Western office of Munn & Company, publishers of the *Scientific American* and *American Homes & Gardens*, has been appointed advertising manager for these publications, with headquarters at New York. He will assume his new duties on the first of the year.

The Onward Advertising Agency, Syracuse, N. Y., is no longer doing business. The former manager of the agency asks advertisers to "take notice," thus saving themselves needless postage.

The Century Advertising Co. has been incorporated in New York City at \$25,000 by W. M. Golden, Jr., of East Orange, N. J., and F. P. Price and T. E. Webber.

The success of the Eckman's Alterative campaign has been such that this medicine, which is one of the highest priced proprietaries in the market, selling for \$2 a bottle, is now being exploited in New York, Philadelphia, Boston, Chicago, Pittsburg, San Francisco, Seattle, Texas and many other cities. Larger newspaper space will be used in the early part of the coming year on a second campaign by which time it is expected that fully 250 newspapers will be getting the business. The Richard A. Foley Advertising Agency is handling this campaign.

# Uncle Remus's Home Magazine

(FOUNDED BY  
JOEL CHANDLER HARRIS)

## Covers the South

It offers manufacturers of high grade goods the opportunity they have long wished for—to get before the more substantial element in the cities and towns of the South without paying for enormous waste circulation.

**225,000**  
**GUARANTEED**  
**RATE: - \$1.00 PER LINE**

(Ten per cent discount  
on quarter pages (189  
lines) or more in one  
issue.)

## Sunny South Pub. Co.

**Publication Office:**  
**Atlanta, - Ga.**

Eastern Office: 1 Madison Ave.,  
New York City.  
Western Office: 337 Marquette  
Building, Chicago.  
New England Office: 6 Beacon  
Street, Boston.

## THE AUTOMOBILE AND AEROPLANE ADVERTISING SITUATION.

HOW AUTO ADVERTISING IS WORK-  
ING ON PUBLIC MIND—METHODS  
USED TO ADVERTISE STEARNS CAR  
—THE FIRST AEROPLANE ADVER-  
TISING SWAMPED WITH RETURNS.

By C. Wm. Wurster.

Manager of Advertising, Wyckoff, Church & Partridge (Stearns Cars, and Herring-Curtiss Aeroplanes), and Manager New York branch Wyckoff Advertising Agency, Buffalo.

Perhaps in no other line of business have the results from advertising manifested themselves so quickly and surely as in the selling of automobiles.

Here is an industry of but about a dozen years' standing forcing its way to the front rank of American commercial achievements. Few of us realize the magnitude it has attained and that the zenith point is still remote.

The plans of some of the larger concerns for 1910 are such as to stagger the calm observer. With more than one hundred different makes of automobiles, some of them building from 5,000 to 30,000 machines in one year, it is not to be wondered at that failure in any new field of action is practically impossible in the face of twentieth century progress.

Ask the pioneers in any of the big automobile factories what has been the chief factor in establishing this stupendous industry, and they will unanimously tell you that it is the liberal use of advertising in its various forms.

Aside from the usual channels of advertising in dailies, weeklies, monthlies, street cars and billboards, the automobile has a distinct advertising field from a standpoint of sport. This side of automobilism appeals to a great class of automobile lovers. A buys the type of car used by B because the latter has proudly boasted of the achievements of his make of car at a recent endurance contest, race or hill-climb. In addition to its unquestioned practicability as a means of conveyance, the hundreds of contests of every kind keep the

subject fresh in the minds of the motor enthusiasts, and give the manufacturers fresh excuses to laud the virtues of their cars, and advertise the reasons why the winning was accomplished.

The leading dailies of this country were quick to discern the value and interest of this sporting side of automobilism, and from the very beginning opened their columns liberally to the manufacturers, keeping the public continuously informed of the progress made by the various types of motor cars.

The wide publicity which the publisher thus gives, gratis, to the automobile fraternity has been one of the most potent factors in the building up of the industry, and its selling value has enabled the manufacturer, or his local agent, to advertise more liberally than would have been possible without this added stimulus.

The experience of the firm with which I am connected, Wyckoff, Church & Partridge, is one of the best examples of what the results of liberal advertising bring to the automobile selling agent. We have been among the pioneers in New York City, handling at first only the high-grade foreign cars, and later taking on several of American manufacture.

Although our advertising has been largely done in New York dailies, a portion of it has been expended in other Eastern cities. We also use at times, as an additional aid, painted billboards and car cards in the subway trains.

The New York dailies, if properly selected and used with the right kind of copy, can be made to produce results which are astonishing. These results are, of course, contingent on a proper selling organization and a car of unquestioned merit and performance.

We are just opening the fourth season of selling the Stearns car in the Eastern territory. The year prior to our contract with the F. B. Stearns Company but a few had been sold in New York City.

The first year's campaign in New York cost us about \$50,000, but we sold ten times as many cars as our predecessor. Our past

experience in introducing other cars taught us that the first year's heavy campaign would simply be a foundation for later years.

From a comparatively meager start in sales we had developed a business in Stearns cars, which for the 1910 model will approximate \$2,000,000, although we are spending about half as much yearly as we did during the first introductory campaign.

Right through the panic we continued to advertise and sell cars, despite the assertion that the wealthy men were hit hardest, and could no longer buy expensive automobiles. During the panic year our sales increased more than ninety per cent.

#### POSSIBILITIES OF THE AEROPLANE.

Last spring we anticipated the possibilities of a new industry, which must of its very nature be linked with that of automobile selling, and must appeal to the same class of people. We had for some time studied the rapid progress of aeronautic science on the continent, and we became especially interested in aeroplanes.

Just as quickly as an American machine was so far advanced as to be practical in the hands of the amateur, and could be marketed regularly and successfully at the price of a high-grade motor car we made arrangements for the distributing agency.

This resulted in our closing a contract with the builders of the Herring-Curtiss Aeroplane, the simplest, most compact, speediest and lightest biplane in the world. Thus far seven of them have been sold, and each amateur has succeeded in flying successfully and easily.

Within a few hours from the time the contract was made with the manufacturers, the writer had the honor of selling the first practical aeroplane to an American amateur, A. P. Warner, vice-president of the Warner Instrument Company, Beloit, Wis.

We at once printed the first aeroplane ads in America the space of six hundred lines being used in the *New York Herald, Sun* and *Times*. In three weeks

we received calls and replies by mail from every part of the United States, Mexico, Cuba, South America, South Africa, Europe, etc.

Glenn H. Curtiss promptly placed the American Aeroplane ahead of all the foreigners at the Rheims meet, winning the Gordon Bennett International Trophy, which brings to America the big International meet in 1910.

A few more smaller ads were run in the New York dailies with smaller proportionate results than the larger announcements.



**The Stearns — "The Car Luxurious"**

The Stearns is just what three words imply — a car designed and built throughout to embody the extreme of richness, elegance and convenience for urban and suburban use.

Equipped with a motor as flexible as to take smoothly the sharpest, sharpest curves and every city street, yet powerful enough for any road conditions encountered in town or country.

So constructed as to permit of easily turning in narrow streets.

The latest car for all the social pleasures of daily life — the Stearns, sleek, shining, riding or driving smoothly — and for all kinds of weather.

Range of rooms, with wide, roomy seats. Unobstructed and unobstructed floor with electric light, clock, wax pad, cigar lighter, smoking tube and every accessory fully finished in beautiful or elegant.

**The Standard Car**

It is the most beautiful and the most useful car in the world. It is the most comfortable and the most useful car in the world. It is the most beautiful and the most useful car in the world.

**The Ultimate Car**

It is the most beautiful and the most useful car in the world. It is the most comfortable and the most useful car in the world. It is the most beautiful and the most useful car in the world.

**THE F. B. STEARNS CO., CLEVELAND, OHIO**

#### TYPICAL STEARNS AD.

Later we ran the first announcement ever carried by a general weekly in the *Literary Digest*, 142 lines, which was quickly followed by the first aeroplane full page advertisement in a general medium, *Life*. This advertising has fairly swamped us with inquiries and requests for agency territory, and we have been compelled to withhold further copy for the present until we can thoroughly work over the correspondence we already have.

I predict an enormous and quick advance in this new and fascinating field. The foreigners have already far outstripped us in sales and diversity of forms.

## FACTS ABOUT MEN'S CLOTHING AND THE FARMERS.

"SUCCESSFUL FARMING" COLLATES SOME INTERESTING FIGURES FROM RETAIL DEALERS IN MIDDLE WEST SHOWING ADVERTISED GOODS SOLD—DEALERS DESIRE FARM-PAPER ADVERTISING—LARGE PER CENT OF TRADE WITH FARMERS.

T. W. Le Quatte, of *Successful Farming*, has been investigating the men's clothing situation among the farmers. A complete series of questions was sent to retail dealers throughout the Middle West, and a highly interesting tabulation has resulted. The answers disclose that practically all of the dealers in the smaller towns sell well-known advertised brands of ready-made clothing, and that anywhere from fifty to eighty per cent of their business is done with farmers. This investigation covers thirteen states, from Ohio to the Dakotas, and down to Kansas. For instance, the Katz Department Store, Stillwater, Okla., does an annual business of \$100,000, sells "L System" clothes, averaging \$15 in price, and ninety per cent of its business is with farmers.

These statistics give the names of the clothing houses, the makes of suits, overcoats and collars sold by them, together with the average price, the volume of business transacted, and the percentage done with farmers. The average percentage of trade with farmers given by these dealers is sixty per cent.

These dealers, numbering some hundreds, were also asked their opinion as to the value of advertising the brands they sell in farm papers, and almost without exception they replied that they would welcome it.

These statistics disclose how widespread is the distribution of advertised makes of collars, shirts, suspenders, hats, shoes, overcoats and suits. Practically every dealer was selling some nationally advertised line of goods.

## MAGAZINE MEN HAVE A JOLLY ANNUAL DINNER.

The first annual dinner of the Representatives' Club in the rooms of the Aldine Association, Monday evening, December 19th, brought out clearly the spirit of progressive co-operation which prevails among the men who solicit advertising for the magazines.

The club is somewhat more than a year old, but this was the first celebration.

The dinner was Christmasy even to the decorations. Miniature evergreen trees, seemingly, were growing in the center of each table. About one hundred and fifty members and guests sat down to dinner. The menu was made up of a series of dishes whose names were good-natured jibes at some of the magazines. Then there were four or five specially written songs, set to popular tunes. These were all sung with a good deal of zest; but one, whose refrain was "Daddy Freeman, I aye, I aye," with a subjoined sentiment, "His dope in the Mail, May it never grow stale," sprang into instant popularity. W. T. Woodward, of the *Housekeeper*, was responsible for the menu nomenclature, and Theodore Waters, of the *Christian Herald*, owned up to being the man who provided the lines for the songs.

Don M. Parker, of *McClure's Magazine*, president of the club, was a clever toastmaster. Frank Presbrey was first called on to speak, on the subject "Golf vs. Advertising."

Mr. Presbrey, as developed from his remarks, had two hobbies, golfing and advertising. He said that he had found similar qualities that make for success in either. In golfing terms he described the hazards and the difficulties of advertising.

George Hazen, of the *Century Magazine*, rose to the toast of "How It Feels To Be Dean," and responded most happily.

O. C. Harn, of the National Lead Company, then put some of the members on the griddle by reminding of "Some Magazine Men I Have Known." His stories made a hit, and he told of some funny "breaks" made by solicitors.

Leroy Fairman was then introduced as the man who conducted the Griddleman. Mr. Fairman satirized the contents of modern magazines.

Mr. Freeman, of the *New York Evening Mail*, told how impressed he was with the comrade spirit and the pull-together disposition of the representatives of the magazines. He predicted that the newspapers would follow suit some day, to their advantage.

Late in the evening Cartoonist Goldberg, of the *Mail*, appeared and entertained the diners with rapid-fire sketches bearing on the "foolish question" series.

Officers for the following year were elected as follows: President, Frank D. Sniffen, of the *Christian Herald*; secretary and treasurer, W. C. Izor; vice-presidents, D. L. Hedges, of *Suburban Life*; W. T. Woodward, of the *Housekeeper*; H. J. Garrison, of the *Style Book*; B. G. Cholmondeley-Jones, of the *Review of Reviews*; Don Parker, of *McClure's*, and David D. Lee.

"The Key to the Treasure Boxes of France"

# The Financial News

PUBLISHED DAILY IN LONDON AND PARIS.

THE WORLD'S GREAT FINANCIAL DAILY

## The Financial News

*IS the recognized authority in LONDON and at all CONTINENTAL centres on NEW YORK, CANADIAN and MEXICAN financial affairs.*

*OPERATES for its own exclusive use a Cable News Service by which the NEW YORK STOCK MARKET is reported daily in London and (in French) in Paris, quite as fully as in any New York daily newspaper.*

*PRINTS more American financial advertising than any foreign newspaper in the world, whether British or Continental.*

*IS read by Bankers, Capitalists, Stockbrokers, and ALL moneyed classes, by ALL who have investments to offer, by ALL who have money invested, by ALL who have money to invest.*

*HAS, from its establishment in 1884, continuously had, and still has, the largest circulation of any financial newspaper in the world.*

The "Financial News" of London has been the leading representative of American securities in London for two decades and its expansion to the Continent is a matter of direct importance to the American market. Its Wall Street service for the past 18 years has been under the charge of Charles R. Brown, well-known in financial journalism in this city.—The Wall Street Summary, November 9, 1907.

### HEAD OFFICES:

LONDON, 111 QUEEN VICTORIA ST., E. C.  
PARIS, 28 BOULEVARD DES ITALIENS.

BRANCH OFFICES: NEW YORK, BERLIN, PARIS, ROME, MALTA, CAPE TOWN AND PERTH, W. A.

For American and Canadian Advertising, Address

**NEW YORK BRANCH OFFICE**  
**20 Broad Street, New York**

Telephone 1660 Rector.

Adjoining New York Stock Exchange

PUBLISHED DAILY IN LONDON AND (IN FRENCH) IN PARIS

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

President and Treasurer, R. W. LAWRENCE. Secretary, J. I. ROMER. Manager, J. M. HOPKINS. Advertising Manager, F. C. BLISS. OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. The address of the company is the address of the officers.

Issued simultaneously in England by Printers' Ink (English Edition) Publishing Company, Kingsway Hall, London W. C., Editor, Thomas Russell. Subscription, English Edition, 1 year, 10s.; 6 mo., 5s. Postage, 2s. 6d. per year.

Combination subscription and advertising rates for both editions on application to either office.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 844 Tribune Bldg., Telephone, Central 4461. WM. S. GRATHWOHL, Manager. St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. Five cents a copy.

J. GEORGE FREDERICK, Managing Editor.

New York, December 29, 1909.

## What a Big Advertiser Has Discovers About Placing Direct

A number of newspapers have received letters recently from Cluett, Peabody & Company, the large collar and shirt advertisers, making inquiries whether direct commissions would be granted.

This advertiser was quite evidently desirous of "sounding" the newspapers upon the subject of commissions, in order to investigate, at first hand, the possibility of placing direct entirely aside from its expressed satisfaction with its agency service. The Perrine attempt to secure commissions has put the entire subject in the mouths of advertisers and in print to such an extent that some other large advertisers have probably wondered whether they might succeed, without entertaining the thought with particular seriousness or hopefulness.

The newspapers have, it is understood, almost as a unit discouraged the newest applicant for com-

missions direct in no uncertain way; and the advertiser's curiosity has probably been amply satisfied.

The incident—for it is no more than an incident—sets a still stronger seal upon the now securely fixed policy of the best newspapers, magazines, and periodicals of nearly every class to firmly refuse direct commissions.

It seems strange that there should still be any lack of information in any quarter concerning the stability of this policy, or the business reasons why these publications cannot possibly deviate from it without chaos and loss.

## Autos and General Publicity

No other group of advertisers has ever been able to influence the public so masterfully as the automobile advertisers. They have collectively worked up a fever of desire which is being carried to lengths unprecedented. Homes are being mortgaged to buy autos, and not even the panic stopped the public in its mad desire.

It is interesting to examine the kind of advertising which has been able to produce such results. The first curious thing that is to be observed is that while the average automobile advertiser offered only about 1,500 machines for sale at a price running into thousands, nevertheless, he advertised to an average circulation of four or five million people.

In other words, automobile advertisers have been perfectly happy to advertise to a *million*, in order to reach a few *hundred* readers. John Kennedy has said he found it profitable to advertise acetylene gas plants generally, even though only fifteen per cent of readers were prospects. But automobile men have found it profitable to advertise to as low as five per cent.

Yet this very fact has been a strong factor in enlarging the scope of possible buyers. By advertising where everybody reads, the class of automobile buyers has been expanded from the \$10,000 a year class to the \$1,800 a year



class. There are strong hints to manufacturers of other goods in this fact.

Some of the "general publicity" in auto advertising, which has recently been condemned by writers in *PRINTERS' INK*, is explained by the unusual situation in auto selling. Every maker is oversold. practically. The parts manufacturers cannot make all they are asked to make, and 75,000 cars that 1909 was expected to see built did not get finished.

The Pierce Company is now selling 1911 models—an astonishing hint of the conditions prevailing, and one strong reason why Pierce cars are advertised in a "general publicity" way.

### **World - Wide Retreat of the Press Agent**

The movement toward display advertising and away from press-agent matter is world-wide, especially in automobile circles. In Europe racing events are already unproductive of former free advertising, and are fizzling out. Several annual racing organizations of former fame have been abandoned, including the Gordon Bennett Cup event. Display advertising is now practically the rule, even in Europe.

In this country automobile concerns which used to maintain a considerable bureau for press-matter, sending out fat daily sheafs of matter, now scarcely send out more than a few items a month. Newspapers which used to chronicle a New York sales agent's visit to his Buffalo factory now refuse to print any general automobile press matter at all.

The emphasis is now being placed in another direction and a more legitimate one. Newspapers are still helping to maintain automobile interest by automobile sections in special numbers, but giving more generally interesting matter. The magazines are also doing a legitimate share in holding automobile interest. The current *Outing Magazine* prints all its automobile matter on yellow insert. Automobile advertising has been

placed upon a more business-like basis.

### **Things Happening in the South**

The South, because of its increasing work upon its agricultural and mineral resources, is making quite astonishing headway. Since 1900 the value of Southern manufactured products has actually doubled itself. The cotton industry has more than doubled itself, and so has iron and steel production. This is a record which even the lively West cannot equal.

Cotton is the second greatest wealth-producer in the country. Over \$800,000,000 worth was produced in the last year, and not since 1873 has cotton commanded such high prices.

The South is a very storehouse of raw materials. Its lumber products have jumped from \$188,000,000 in value in 1900 to \$380,000,000 in 1909. Coal, iron, sugar, rice, oil, and a greater variety of other products than any other section of the country can boast, are abundant and valuable.

The many Southern seaports have grown far faster than Northern seaports, and will grow still faster when the Panama Canal is completed.

It is said on good authority that in proportion to population more automobiles are owned in Southern cities and towns than in the North. One of Atlanta's fifteen auto firms purchased \$1,000,000 worth of automobiles in one month of this year.

Advertising activity is now decidedly on the increase in the South. St. Elmo Massengale, one of the South's largest advertising agents, has been doing generous service in this cause, never refusing an opportunity to tell the interesting facts about the South. Community advertising has been done by Knoxville, Chattanooga, Lynchburg, Charleston, Atlanta, Savannah, Jacksonville, Montgomery and New Orleans. It is predicted that a number of general advertising accounts will be developed from the South in the next few years.

### ***Getting into the English Market***

One of the most interesting international happenings of the time is the concentrated effort of large American advertisers to get a very large volume of English trade. This effort is being made as a sort of flying wedge to break the attitude of the general body of English retailers (distinct from the growing body of progressive retailers), who have been refusing to handle all trade-marked goods and all fixed-price goods. It is believed that a determined co-operative movement by American advertisers to create English demand for American trade-marked goods, will once for all get through this wall of retail prejudice.

Cluett, Peabody & Co. and the American Radiator Company are two of the most interesting American advertisers now advertising in England. There had not been up to the American advertisers' entry any advertised collars in England—only those with the retailer's name on them.

The radiator company is endeavoring, in reality, to revolutionize the century-old habits of the Englishman, who hasn't wanted his house steamheated, and has been prejudiced against the "new-fangled" scheme. Nevertheless, rapid advancement is being made by the educational advertising and trade work.

American manufacturers have been rather apathetic to the British market, for many years, but are now becoming alive to its possibilities. England's free trade invitation to sell there without penalty of customs duty, and the increasing interest in American goods, have given trade an opportunity of an unusual kind. Selfridge's store is doing a peculiar service in educating the consumer to understand American goods, while the antipathy to Germany has redounded largely to American profit.

There is little doubt but that Britain will soon buy as enormously of America as Canada does now, if advertising is done there with intelligence and vigor.

### ***The Aeroplane the Bogey of the Auto***

At the hour of going to press there are twenty publications devoted to aerial navigation. Is there any wonder, therefore, that the automobile men are taking thought of the morrow and wondering what will be the effect of popularization and perfection of aeroplanes? The matter is distinctly a bogey to the automobile trade, and quite logically so.

Not that the automobile will not steadily maintain a hold upon the public, but that the present quite marvelous popular fascination for it may be divided and diverted. Those manufacturers of autos who have heretofore spent a great deal of energy and rested a large part of their prestige upon races of various kinds are especially fearful; for as one automobile man suggests in this issue, who can doubt which the public would prefer, an automobile race or an aeroplane race?

If auto manufacturers are wise they will lay special stress upon advertising, both in newspapers and magazines, for the next few years until the natural fascination of an aeroplane will have ceased to make inroads upon public interest in automobiles. The aeroplane does not now seem to offer anything like the popular appeal possessed by the auto—but who dare make predictions? It was not ten years ago that an automobile race from Fifty-ninth to 125th street, New York, was considered a marvelous exhibition.

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It is estimated that 75 per cent of the products advertised in the street cars of Canada are of American manufacture.

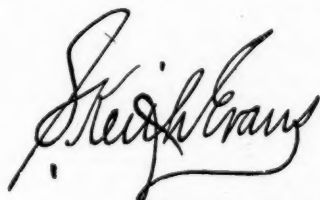
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John Wanamaker, New York, has adopted a unique method of strengthening and standardizing the value of his newspaper advertising. Customers have frequently asked what newspapers print their complete advertising, and in order to let people know where the complete Wanamaker news might be found, a slip is now put into each Wanamaker package announcing that from now on the *Mail*, *Telegram* and *Post* will carry full pages of Wanamaker news. This is a most interesting evidence of the important news value of advertising.

The Advance Spring Fashion  
Number of

WOMAN'S HOME  
COMPANION

will be the best issue we have ever published. We have told thirty thousand merchants about it, and we will tell the public about it—the *whole* public, from coast to coast. Your advertising will be in it if it reaches us by Saturday, January 8th.

A handwritten signature in cursive script, reading "Leigh Evans". The signature is fluid and elegant, with a long, sweeping underline that extends to the right.

Manager of Advertising

Joseph A. Ford, Western Manager  
Tribune Building, Chicago

## SPENCERIAN PENS—ONE OF THE FAMOUS OLD "QUARTER PAGES."

AN OLD ADVERTISER, WHOSE BUSINESS IS PROGRESSING IN SPITE OF TYPEWRITER AND FOUNTAIN PEN POPULARITY—ADVERTISING CONSTANTLY SHIFTED FROM ONE CLASS OF MEDIUMS TO ANOTHER, TO REACH EVERY CLASS.

Whenever some anxious magazine publisher finds his back page unsold to one of the modern bold musketeers of publicity, who scorn anything less than a page, he falls back upon a select few "old guards," who never fail him.

Baker's, Huyler's, Boston Garter, Vose Pianos, Mennen's, and Spencerian pens—all these quietly fill in the quarter page gaps, year in and year out, and continue to enjoy a fame that may not be growing as fast as some of the lively modern knights of the printed page, but are content to add a small drop to an already well-filled measure of fame.

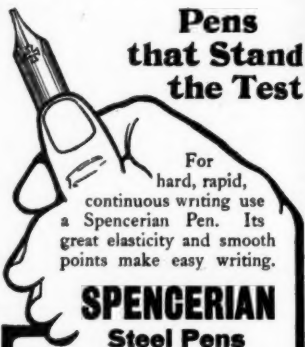
One of the oldest and staunchest of these "old guards" of the quarter-page, is the Spencerian Pen Company, New York. Of course, the Spencerian system of writing has had its heyday, and is now somewhat a memory, but the Spencerian pen is still a strong commercial factor, despite the great vogue of the typewriter and the fountain pen.

There was a time when the Spencerian pen had not even a cloud on the horizon of its bright prospects. The quill pen had been vanquished by the steel pen, and of steel pens Spencerians were among the leaders. But in the late eighties these pens got into the troubled seas of very strenuous competition—competition of a kind that was the hardest to combat. Some genius had patented a pen that you did not have to dip into the ink every two minutes or less, for the writing fluid was supplied from a "fountain." The number of competitors making cheaper pens multiplied and Spencerian goods found themselves between two galling cross-fires. It is tribute enough to their advertis-

ing shrewdness to say that the Spencerian pen has held its own. That is saying a good deal to-day when the users of fountain pens are increasing steadily, and when the consumption of competing steel pens does not show any decrease.

The advertising that has kept Spencerian pens in the holders of the writing public has been, in the aggregate, enormous. With an appropriation that had its limits

## Pens that Stand the Test



outlive others because of the fine workmanship and the high quality *Spencerian Pen Steel* from which they are made. Sample card of 12—all different—sent for 6c postage.

SPENCERIAN PEN CO., 348 BROADWAY, N. Y.

the problem was to so advertise the product that every class should feel the pressure of its publicity at stated times. This is accomplished quite ingeniously.

One year, for instance, a lively campaign is carried on in the religious periodicals, while the next, perhaps, the copy disappears from these and appears in a list of educational journals. Copy is carried in those general mediums which, it is thought, will reinforce the advertising in the special journals. It is not thought to be essential that Spencerian advertising be kept continually before the eyes of any certain class. It is deemed sufficient by the company if a specified class sees the advertising regularly for six months or a year and then does not see

## Piercing the Grain Belt

*Pierce's Farm Weeklies* have a grand total circulation of 220,000 in the best agricultural districts of the great American Grain Belt. The names, place of publication and circulation of the three papers comprising the *Trio* are:

**THE IOWA HOMESTEAD,** - Des Moines, Iowa  
**THE FARMER AND STOCKMAN,** Kansas City, Missouri  
**THE WISCONSIN FARMER,** - Madison, Wisconsin

These three great weekly farm papers are under the same business and general editorial management, yet cover local conditions in their respective territories very thoroughly. This gives them that envied prestige accorded only "home" papers, while at the same time they have the advantage of being prepared by a large editorial staff of selected experts, unsurpassed in the field of agricultural journalism.



*Pierce's Farm Weeklies* make a straight shoot from the advertiser to 220,000 well-to-do-farmer homes in the Great American Grain Belt. They reach that class of farmers who combine grain growing with live stock raising and thus make a double profit. It is this system of farming that is largely responsible for the wealth of the Grain Belt. The revenue derived therefrom, has built the fine farm homes and bought the automobiles used by the farmers of the Grain Belt. The territory covered by *Pierce's Farm Weeklies* has been referred to as the Backbone of America; it being everywhere conceded that the wealth held by the farmers of this section saved the country in the panic that began in the fall of 1907.

For sample copies of *Pierce's Farm Weeklies*, rate cards, circulation statements, or other information, address.

### PIERCE'S FARM WEEKLIES

HOMESTEAD BLDG.

DES MOINES, IOWA

## *The* **Bluejacket**

**Announces that Rear Admiral R. D. Evans, U. S. Navy, has become President of THE BLUE-JACKET Company.**

We aim to keep on the crest of the wave in everything that goes toward making THE BLUE-JACKET the cleanest, brightest, newest and best all-around salt water magazine that can be published.

Under Admiral Evans' popular leadership, THE BLUEJACKET will open and enter new fields and avenues of improvement never before attained.

THE BLUEJACKET is the *only* medium that effectively reaches the 45,000 well-paid, responsive men of the Navy.

Rates and Full Particulars on Request.

**The Bluejacket Co.  
Newport, R. I.**

**JUST PUBLISHED**

## **TERRY'S MEXICO**

Immensely useful to the traveler who wishes to see all there is worth seeing in Mexico in the most expeditious, satisfactory, and economical way.

Modelled after the celebrated Baedeker Guide Books.

**824 Pages. 26 Maps  
and Plans**

Every city, town, hotel, railroad, historic feature, popular tour, is fully described. A brief history of the country is given. Money, Passport, Custom-house, etc., fully discussed.

This Guide to Mexico is complete. Price \$2.50 net postpaid.

Circular on request from

**SONORA NEWS COMPANY**

**CALLE DE LAS ESTACIONES 12**

**MEXICO CITY, MEXICO**

OR

**HOUGHTON MIFFLIN CO.**

**4 PARK STREET, BOSTON, MASS.**

it again in the same mediums for perhaps another year. In a campaign of this kind, where the effort must be exerted over a long period of years and where the profit is derived from the acknowledgment of prestige by the public, it is not regarded imperative that you must bow to some of the principles evolved by those who advertise on the "money back in two months" plan.

The following list of periodicals indicates the broad reach of the advertising. Copy is not used in these publications continually, but appears at such times as are deemed the most propitious by the advertising manager. Some of the mediums carrying Spencerian copy are: *The Outlook*, the *Review of Reviews*, the *Cosmopolitan*, *Munsey's*, *Philistine*, *Argosy*, *Harper's*, *Red Book*, *Woman's Home Companion*, the *Churchman*, the *Independent*, the *Literary Digest*, the *Saturday Evening Post*, the *Scientific American*, the *American Penman*, *Success*, *World's Work*, *Current Literature*, *Everybody's*, *American*, *McClure's*, *Primary Plans*, the *Normal Instructor*, *Office Appliances*, *Bookkeeper*, *Book News Monthly*, *System*, *World To-Day*, *Canadian Magazine*, *Leslie's Weekly*, *Scribner's*, *Century*, *Hampton's*, *Busy Man's Magazine*, *Collier's*, *Youth's Companion*, etc. Very little newspaper advertising is done, although an experimental contract has just been closed with the *New York Journal of Commerce*.

According to the disclosures of the government census now getting ready for work, there are about 7,000,000 separate farms in the country. Forty-five thousand farm census enumerators are shortly to get busy to gather farm statistics.

Arrangements have been made whereby the *World's Work* will "club" with the *London Times*. The idea is to make it possible for Americans to secure the "most authoritative newspaper in the world" as a supplement to their own news journals. The idea is that the *London Times*, which has a peculiarly international reputation, should be read all over the world.

This novel agreement was concluded by H. S. Houston, of the *World's Work*, when Moberly Bell, the *Times* representative, was in this country this fall.

## MUNSEY REVIEWS SUNDAY EVENING PAPER SUCCESS.

Frank Munsey's Sunday evening papers in Philadelphia, Washington and Baltimore for December 12th contained a long triple column editorial signed by Frank Munsey himself.

The subject was the first anniversary of the Sunday evening newspaper. Mr. Munsey says: "Newspaper good will is a mighty intangible thing, quite worthless unless developed to the paying point. Journalism is a heartbreaking undertaking when it goes wrong. With no response to one's efforts, no co-operation on the part of readers or advertisers, a newspaper burns up money at a frightful rate, and doesn't so much as leave a heap of ashes to show for the expenditure."

Mr. Munsey then goes on to review the year of the Sunday evening issue. The Philadelphia Times has maintained an average of 63,978 net, the greatest average circulation gains of the three papers. The Washington and Baltimore papers, also, have not yet reached the advertising volume that the Philadelphia Times has. Mr. Munsey reviews the arguments for Sunday evening journalism and calls a Sunday morning newspaper a journalistic monstrosity. The Washington Times for that date contained 132 pages and had 136 columns of advertising.

Charles H. Stoddart has just been made Western Director for Frank Munsey. He has been associated in one way or another with Mr. Munsey for the past twenty-seven years. During this time he has been a prominent advertising factor, and it is said that his influence was effective in changing Mr. Munsey's determination to discontinue agency commissions. He has started many young men in business. Some years ago a loving cup was presented to him by Chicago's leading advertising agents, publishers, etc.

## INTERESTING BOSTON MEETING.

The December banquet of the Pilgrim Publicity Association, Boston, was held December 22d, at the Boston City Club. The affair was known as a publishers' night, and was very successful. Over 150 members and guests were present. Most of the leading publishers of New England were present as guests of the association and voted their hearty support. The chairmen of the various working committees gave short talks on what each committee had accomplished, and a great deal of enthusiasm was manifest.

The speakers of the evening were Walter M. Lowney president of the Walter M. Lowney Company, and chairman of the Trade Extension Committee of the Boston Chamber of Commerce. He spoke on "The Development of New England's Resources."

George Perry Morris, one of the editors of the Boston Herald, showed how the publishers of New England could co-operate with the Pilgrim Publicity Association in the advancement of New England's business interests.

## Correspondence and Follow-up

A man of 35, single, twelve years' experience, wishes to enter upon connection with house where handling of correspondence and follow-up of prospective customers can be made to show results. Particularly successful in securing agencies throughout United States and possessions. Present connection nationally known. Very moderate salary desired, provided future contains good prospects. R. M. LUDLOW, care of PRINTERS' INK.

## An A-1 Mailing List

Valuable to Advertisers and Periodical Publishers

Thoroughly covers the City of New Castle and the County of Lawrence, Pa. Contains name of every man in the city and county 21 years old and up—10,000 in all—with K. F. D. routes. Obtained by expensive personal canvas—not in reply to ads.

I will refund 3 cents for every envelope addressed to this list which is returned "Not found," or for every P. O. notification that one cent matter is "undeliverable."

Write for terms.

J. R. Smith, New Castle, Pa.

ADVERTISING that sells goods is the story of your business boiled down to a convincing statement of facts. That's what I've been doing successfully for 10 or more years—going into the details of a business, and moulding the facts into effective newspaper magazine and trade-paper copy, booklets, street car cards, follow up letters, etc. I can show records of results. Am open for position with agency, manufacturer or any concern doing sufficient advertising to employ an advertising man. Address "B.Y.," care Printers' Ink.



## CHANGING CONDITIONS AMONG THE MAIL-OR- DER PAPERS.

POST-OFFICE RESTRICTIONS WEEDING  
OUT BAD METHODS—GREATER EM-  
PHASIS ON EDITORIAL MATTER—  
GENERAL ADVERTISING BEING SE-  
CURED — PUBLISHER GANNETT'S  
REMINISCENCES OF "COMFORT"  
AND FRANK MUNSEY.

Richard Sears, the famous founder of Sears, Roebuck & Co., once said to an advertising assistant, who had failed to produce the kind of mail-order copy that Mr. Sears wanted, that of all kinds of advertising, mail-order advertising demanded the greatest amount of "hooks"—in other words, the maximum quantity of salesmanship which would make the ad *hold fast* and land the customer safely.

It is a matter of fact, which any one may investigate, that there is no more forceful and effective advertising written than the best mail-order ads and catalogues. The mail-order publications are up against a more cruel and merciless test—one which even the famous standard magazines do not always meet—than any class of mediums. Mail-order ads have practically only one chance at a customer, as for most propositions any correspondence before purchase is ruinous to profit. Remittance with the first letter—that is the mail-order ideal. The mail-order ad dare not leave any questions unanswered or any information withheld. The ad is the sole and unsupported salesman, thrown out into the world to sink or swim.

Despite this necessity for measuring up in dollars and cents on every ad, the mail-order publications have secured a surprising aggregate of patronage. The wonder is not that they haven't secured more, but that they have secured and held as much as they have. The very fact that some of it has been of the catch-penny kind shows the redundancy of the mail-order reader. The only reason in the world why they have

been able to succeed has been through their practical monopoly (in company with the farm papers) of a field until recently unrecognized by manufacturers and trade-marked products—the immense rural sections of the country constantly growing in wealth. By various means, both good and bad, mail-order papers have achieved startling circulations, and the fortunes of many Western concerns have been made by securing the dimes and dollars of rural folk.

The trials and tribulations of mail-order publications are vividly recalled by W. H. Gannett, publisher of *Comfort*, who has made his publication one of the wonders of the publishing field.

"Perhaps you didn't know that Frank Munsey was a telegraph operator, located next door to where I was clerking in a notion store in Augusta, twenty-five years ago," says Mr. Gannett. "I was naturally interested in his hard fight to place the *Argosy* on a firm footing after he had met with his failure in the mail-order field in New York about that time. When I told Frank that I was to go in the mail-order publishing business, he tried in every way to discourage me. He said that I could not possibly succeed, and that I had better hang to the store. After giving me a lot of sound advice, he acknowledged that he knew I would not make use of it. I thanked him, of course, but told him that as I had already launched *Comfort*, I was going to hang to it for a while. I am still holding on!

"The great bulk of mail-order circulation is in the rural communities which constitute two-thirds of the population of the United States. PRINTERS' INK readers must be familiar with the rapidly growing wealth of these people, for it has published much matter to prove this in the past six months. From borrowers they have become money lenders or bank depositors, in marked contrast to the masses of the city where increased cost of living is making things so hard.

"The interesting thing about a

# Advertising? Yours!

Verb. sap.

## THINKING

*How it can be done  
in Great Britain?*  
**READ AND WRITE**



Regd. Trade Mark

Dated.....

*C. G. Browne, Advertising Agent.*

**20 Wellington Street, Strand, London, W. C., England**

Dear Sir,

Please advise us in respect to the enclosed Advertisements relating to our business, and favour us with your opinion of the prospects of our success in Great Britain and the probable initial outlay necessary. It is understood that no charge will be made for advice in this matter, and that we do not bind ourselves to accept any proposition, but will give your communications our careful consideration.

Yours faithfully,

Enclosure.

Signed .....

It is earnestly requested that this form be filled in and posted with the particulars and advertisements without delay.

## ADVERTISERS!

You can reach the very best buyers among the **South's Great Lumber Industry** through the columns of the

**LUMBER TRADE JOURNAL**

*Published Semi-Monthly*

**NEW ORLEANS, LOUISIANA**

good mail-order paper is the attachments it forms with its subscribers. *Comfort* holds a large number of subscribers who have been on its lists for from five to twenty years, some even from the very first issue. The letters we get calling us 'Dear *Comfort*, etc.,' and the constant stream of intimate letters which pour into our offices to our editors show a closer relation to subscribers than has ever been even claimed by any other class of mediums. As boys many who are now substantial farmers used to send their dimes to mail-order advertisers, and have the mail-order habit so ingrained that to-day they have not the slightest hesitancy in sending their dollars.

"I have made some very careful investigations regarding the percentage of subscribers who answer advertising and the returns prove that 81 per cent make a practice of answering advertising and 93 per cent are in the habit of reading them, whereas only 7 per cent affect to ignore the ads altogether. When you recall that *Comfort* has 1,250,000 circulation, distributed in about the same proportion to population through all states and territories, these figures assume big proportions in dollars and cents and merchandising value.

"There is no real reason why such publications as *Comfort* should be called mail-order papers, for they are in no essential different in their relation to their subscribers or their advertising possibilities from any other magazines. The development of railroad and rural free delivery, and the growing importance of the small town as a distributing center for trade-marked goods is making the mail-order papers a logical medium for general publicity advertising. Some of this kind of advertising is already appearing, and more will undoubtedly appear in the future. The recognition of farm wealth and the value of farm trade is but a step toward this end. There are millions who are not farmers but who live in small towns and enjoy the benefits of farm wealth. For them the so-

called mail-order mediums of the better class offer better reading than any publications they know."

The extremely rigid post-office regulations of late years have affected the mail-order publications to the marked benefit of the advertiser. The best mail-order papers are now on a very tangible and safe circulation basis, which eliminates the uncertainties of space buying. Those mail-order papers which, like *Comfort*, the *Woman's World* and others, who are putting great emphasis on editorial matter, are removing the one remaining obstacle to greater influence with subscribers. The over-done premium subscription schemes and other questionable methods were always wrong in principle, for subscribers won by such methods were only casually interested in the magazine.

The editorial columns of the mail-order papers are now supremely important and are cementing stronger relations, thereby making the best mail-order papers better advertising mediums than they ever have been in the past. In the opinion of many shrewd advertisers the cleaning up of the advertising columns in good mail-order papers, which is already in progress, will remove the last prejudice which has existed in many advertisers' minds with regard to the mail-order papers.

#### ADVERTISING FARM ADVERTISING.

A full page in the *Saturday Evening Post* by the Orange Judd Company marks a rather unique development of farm-paper advertising. The Orange Judd Company is following the example of Cyrus Curtis, and advertising in a broad, constructive way for farm papers. The copy is quite unusual—a running telephone conversation with Herbert Myrick, the president. Some very pointed facts about the value of reaching the farm market are brought out.

The *St. Louis Star* for December 12th contained five full-page ads in colors. These color ads are now a regular feature in the *Sunday Star*.

The Canadian Century Publishing Company Ltd., has been incorporated at Montreal to publish a weekly magazine called the *Canadian Century*. It is aimed to make the publication a high-class magazine.

## THE TRIPLE TARGET OF THE AUTO TIRE AD- VERTISERS.

CONTINENTAL CAOUTCHOUC COMPANY TELLS OF DIFFICULTIES OF REACHING NOT ONLY RETAILER AND CONSUMER, BUT MANUFACTURERS ALSO—NEWSPAPERS CHIEF MEDIUMS USED—SECTIONS OF THE COUNTRY OFFERING BIGGEST MARKET—A BIG BILLBOARD CAMPAIGN ON.

An automobile tire business that has solved its advertising and marketing problems with considerable success is the Continental Caoutchouc Company. This concern, which makes both tires and rims, has had very few precedents to go by. The merchandising methods of automobile makers and of manufacturers of automobile accessories, like tires and rims, differ radically. Hence the ways of the former in their advertising could not be followed blindly by the latter, who were accordingly thrown upon their own resources in discovering publicity channels that would bring orders in profitable numbers.

The advertising began four or five years ago with the conviction that it must be of the "publicity" variety, and that three classes must be reached and impressed; namely, the manufacturer of automobiles, the dealer in automobile accessories, and the automobile user, himself. The campaign, therefore, has been notable for its size and big sweep. After three years of experience, A. L. Risley, the advertising manager, is using the general magazines, the class and trade periodicals, the daily newspapers, billboards and considerable direct circularization from lists of names. The following general mediums have been used about six times a year each: *Everybody's*, *Saturday Evening Post*, *McClure's* and *Collier's*; to these soon may be added *Life*. Some of the trade and class periodicals on the list are: *Motor*, *Automobile*, *Automobile Topics*, *Horseless Age*, *Motor World*, and *New England Automobile Journal*; the newspapers being used regularly

**IF** you have any article that is useful or necessary to Actors, Actresses or performers, and you  
**WANT TO SELL IT**

advertise in the oldest and best Theatrical Paper in America, The

## NEW YORK CLIPPER

It wont cost much to  
**TRY IT ONCE**

After that you will always use it.  
FRANK QUEEN PUB. CO., Ltd.,  
A. J. BORIE, Mgr. NEW YORK

"A Daily Newspaper for The Home."

## The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world.  
News service from both Associated Press and United Press Association

New York Office: 1 Madison Ave.  
Chicago Office: 610 Orchestra Bldg.

Advertising rates furnished on application.

## The Washington Record

Greatest daily paper in Southwestern Pennsylvania reaching strictly well-to-do subscribers

Ask for rate card

THE WASHINGTON RECORD  
Washington, Pa.

## Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 142,440

number about a hundred, the space averaging about thirty lines.

The use of the general mediums developed some interesting returns. One of the periodicals brought an immense number of replies. But a strict follow-up system soon demonstrated a large proportion of these to be of the "catalogue seeking" variety. Another magazine produced fewer replies, but these replies winnowed down into a great many more sales than were secured from the first medium.

Mr. Risley expressed a great deal of satisfaction with his class periodical advertising. Of these he found *Motor* ranking among the first. The class and trade list has been particularly efficacious in reaching, at one time, the manufacturer, the dealer and the automobile owner.

A close watch of results has made it advisable to change slightly the nature of the newspaper advertising. In the first few months the dailies on the list were directed to run thirty lines three times a week. But as most of the newspapers, both morning and evening, soon instituted once a week, at least, special automobile numbers as general interest in automobiling grew, the advertising manager soon convinced himself that it was better to use space in these special issues. Accordingly, Continental Tire copy appears either Thursday, Friday, Saturday or Sunday, depending on the day of that special automobile issue.

No particular distinction is

made in newspapers, whether morning or evening, or whether published in the East or the West. The name of the local dealer is usually printed on the advertising.

Only recently the need was felt of reinforcing the publicity in local fields. Accordingly, contracts have just been closed for a comprehensive use of billboard space in practically all the cities where the newspaper advertising appears. Billboards are peculiarly good mediums for goods like Continental Tires. As they front on the highways, the motorist cannot get away from their insistent prominence; hence billboard advertising acts powerfully as a final clincher in this interesting general publicity propaganda.

When it came to the use of circulars, the advertising manager resisted the temptation to bring into play the huge lists of automobile users which could be easily obtained. Instead, he has confined himself to sending out attractive catalogues and descriptive literature to special lists got from the rosters of automobile clubs. With these 50,000 selected names of persons who were presumably enthusiastic motorists, he has produced an encouraging number of sales, so many, in fact, that circularizing is pronounced one of the chief factors in the increase.

Mr. Risley has kept a sharp lookout for indications regarding the geographical consumption of automobile accessories. While the East is, of course, the biggest market, because it has the largest population, he thinks that the West, in proportion to its population, is as good a field as any. New England has shown itself as candidate for special mention as an automobile market. Some statisticians in the trade have asserted that as high as a third of the high-priced cars used in the country were owned in New England. Mr. Risley has as yet been unable to subscribe to this remarkable statement, although he does assert that New England has demonstrated a remarkably healthy automobile appetite.

While he has had to work to some extent in the dark, as far as

**WE HAVE PREPARED SUCCESSFUL SHOW-CARDS AND WINDOW NOVELTIES**

for Bovril, Armours' Meats, Dewar's Whisky, Skipper Sardines, Van Houten's Cocoa and practically all the most successful British Advertisers. We are the sole proprietors of Mathews' Aerial Gauge Showcards, Aerial Thread Showcards and other window display novelties. Some new creations in course of preparation. Advertisers desirous of securing "out of the ordinary" attention, arresting window display material, please state wants and quantities. Send dummy sample package and we will submit free of charge suitable specimens and charges.

**T. Mathews & Co., 12 Short St., Leicester, Eng.**

United States Representative

**MR. FRANK A. SPRINGER**

2309 Shenandoah Avenue, St. Louis, Mo.

methods of advertising were concerned, Mr. Risley is sure that the advertising thus far has been in the main successful, inasmuch as the business of the Continental Caoutchouc Company has grown wonderfully. The company has the best of reasons for being satisfied with advertising as a factor in their merchandising plans. The publicity has cost a tidy sum of money, but the returns from this investment have been so marked that, while the future advertising may change in some respects, the

promoters will continue to use periodicals largely.

### THE ORIGINATOR OF "TALES OF A DOLLAR" IDEA.

NEW YORK, Dec. 22.

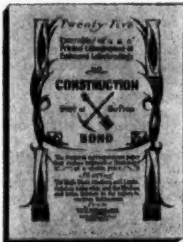
#### Editor of PRINTERS' INK:

The credit for the idea of "Tales of a Dollar," as reproduced in your bank advertising issue, Dec. 22nd, belongs to Nat'l C. Fowler, Jr., who used and advocated it in his "Building Business" about 1893.

CHARLES AUSTIN BATES.

The Marshall (Mich.) *Expounder* has been absorbed by the Marshall *Chronicle*.

## Free to Shrewd Business Men



If you CARE what it COSTS you to IMPRESS your correspondents FAVORABLY—

If you want YOUR letterheads on a paper that adds DIGNITY and FORCE to every letter—

Write us to send you, free of expense or obligation, this special portfolio of

### 25 Specimen Letterheads

They are handsomely printed, lithographed, embossed and engraved to show you how impressive your letterhead would be on the various finishes, thicknesses and colors of CONSTRUCTION BOND—the ONLY business correspondence paper that makes

## Impressive Stationery at a Usable Price

Write for this portfolio today and you'll see that the most impressive stationery CAN be had at a MODERATE price on Construction Bond. It has the character that impresses correspondents favorably. It is unmistakably high-grade.

Your finished stationery on Construction Bond COSTS YOU LESS than on any other high grade bond, because this paper is sold DIRECT to responsible printers and lithographers instead of thru jobbers, and handled ONLY in quantities of 500 pounds or more at a time.

The saving of the usual jobber's profit and the saving on expense by handling only large lots, are YOUR savings IF YOU SECURE Construction Bond.

Write today for the Specimen Letterheads and the names of printers in your vicinity who can furnish you Construction Bond. Use your business letterhead.

Insist upon this Watermark in your Business Stationery With envelopes to Match.

### CONSTRUCTION



W. E. WROE & COMPANY, 302 Michigan Boulevard, Chicago

## The Prize Idea Contest

PRINTERS' INK offers \$100 in prizes for the best and most helpful suggestions for advertisers in any line of business. Ideas may relate to newspaper or magazine advertisements, booklets, car-signs, posters, windows displays, etc. Or they may apply to any phase of distribution and salesmanship. Entries will be judged on the basis of their practicability and probable value to advertisers and advertising agents.

### MONUMENTS AND HEADSTONES SHOULD BE NATIONALLY ADVERTISED.

PROVIDENCE VISITOR.  
PROVIDENCE, R. I., Dec. 10, 1909.  
*Editor of PRINTERS' INK:*

I have a suggestion to make in what I consider an open field. There is no large dealer in headstones or monuments that is spending money for advertising in a national way, as far as I know. I consider it an excellent opportunity for some live granite or marble worker. There is no business which could be advertised to better advantage, so as to touch the sympathies or feelings of a great majority of the people of these United States. What family is there that has not at some time or other considered placing a stone in the family lot in the cemetery? The matter may be considered, and even talked over at length, but is forgotten in the midst of the everyday affairs of life. If these people were confronted each week or each month with a well-displayed and well-written advertisement, with appropriate illustrations, calling their attention to a certain trademarked stone that could be ordered from one of the large manufacturers at a big saving in price, there is not the least doubt that an enormous business would be the result. The manufacturer should be in a position to follow up each inquiry with a catalog, neatly printed, in which the various sizes and styles of stones and monuments were displayed and described. There are various ways in which the manufacturer could arrange for the proper setting of the stone in the cemetery. For instance, when a booklet is sent it could be accompanied with an inquiry for the name of a local contractor, and a letter might be forwarded to him offering to pay him a certain price to lay the foundation and set the stone.

The advertisements would have drawing power in religious weeklies and monthlies, or in magazines. Speaking of religious mediums, there are many large advertisers who might use this class to advantage. EDW. J. COONEY.

### SUGGESTS A "STORE GEOGRAPHY."

KANSAS CITY, Dec. 7, 1909.  
*Editor of PRINTERS' INK:*

When one goes to the corner grocery for a pound of butter the transaction is very simple. But a shopping trip to a large department store presents difficulties and possibilities which deserve

careful consideration. The shopper, generally a woman, while making her purchases retraces her steps many times before she is through. She cannot be expected to know or remember all the changes a large store is continually making.

The stranger has even worse difficulties because she is generally from a smaller town, in the stores of which she probably knows all the clerks by their first names and the goods are all kept on one or two floors at most. When she steps inside the larger store its strangeness and vastness are discouraging. She doesn't know just exactly what to do, and will probably leave and go to a smaller store where she will feel more at home.

It is the purpose of this article to propose the "Store Geography," as a means of saving the steps of the busy shopper and introducing the visitor. This should be issued in booklet form, size about 6 x 8 inches, making it large enough to be easily found when wanted and furnishing plenty of space for all necessary information.

A map of the lower floor should be shown on the first page, giving the location of all the entrances, aisles and display cases. It should also indicate any conveniences for patrons.

On the second page, which would be opposite, should be given the directions and explanations which would enable one to use the map intelligently. On this page the different departments and principal divisions of articles should be given. Possibly it would be a good plan to give the names of department and floor managers. Then the shopper could know whether she was speaking to the person in authority if she should wish to do so.

This "Geography" and the daily advertisements would work together nicely. For instance, such an item as this might appear in the daily advertisement, "We have just completed the new Women's Shoe Department in the Third Floor Annex. Please make a note of this in your store geography."

A. STEELE.

### WHY NOT AN ADVERTISED HOT CHOCOLATE FOR THE SODA FOUNTAIN?

NEW YORK, Dec. 19, 1909.  
*Editor of PRINTERS' INK:*

The newspapers the past two or three years have been reporting the spread of the no-license idea. This may be taken as an indication that Americans are becoming more temperate as far as their drinks are concerned. Has any manu-



facturer of soft drinks, or of materials that go into soft drinks, taken full advantage of this change of sentiment?

Hot chocolate for instance is increasing remarkably in popularity. Any cold day you may see lines of people waiting their turn at the fountains or at the tables where hot chocolate is served. The point is, most people merely ask for "hot chocolate." They don't ask for any particular kind.

Why would it not be feasible for some cocoa or chocolate manufacturer to advertise what fine hot drinks can be made from his brand? Furthermore, let the chocolate powder or liquid be put up in bottles that may be trademarked, so that lovers of the beverage

after seeing the advertising may know that they are getting what they ask for.

Coco-Cola and Moxie have shown the practicability of bottles that identify their peculiar drinks. It would be just as easy for the chocolate makers to do this, and it seems to me that a very good business indeed could be built up by judicious publicity, in newspapers and at the fountains themselves. People ask for, say, Horlick's Malted Milk, not just "malted milk." In the same way they could be made to ask for "Brown's Hot Chocolate," and not just "hot chocolate." The demand for such an article would have to be created entirely by advertising.

A HOT CHOCOLATE DRINKER.



**Whenever you see  
an Arrow  
Think of  
Coca-Cola**

Whenever, wherever, however you see an arrow, let it point the way to a soda fountain, and a glass of the beverage that is so delicious and so popular that it and even its advertising are constant inspiration for imitators.

Are you tired? —→ Coca Cola relieves fatigue.  
Are you thirsty? —→ Coca-Cola is thirst-quenching.

Do you crave something just to tickle your palate—not too sweet, but alive with vim and go? Coca-Cola is delicious.

**5c Everywhere**



KINGSWAY HALL, LONDON, W.C.

S. H. Benson, Ltd., Professional Advertisers, occupy the two upper floors, the domeroom, and a large portion of the basement of these premises. The Offices can be located by the flag. The entrance is under the dome, and an express lift is reserved exclusively for the Office. The building is in Kingsway, close to the Holborn Restaurant and midway between the Russell and Savoy Hotels. Telegrams, "Spurts, London." Telephones, Gerrard 953 (5 lines).

# COMMERCIAL ART

Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 41 Union Square, New York

By **GEORGE ETHRIDGE**

To make things clear and plain and easily understood is a fundamental principle in advertising. Some advertisers, however, seem to go out of their way to do the opposite thing.

Here are two ostrich-plume ad-

decipherable; and for this reason the advertisement must be somewhat handicapped for results.

\* \* \*

Some years ago a large publishing house issued a heavy and sor-

**Xmas  
Clearance  
Sale**



**4,000**  
Perfect, Wide, Glossy  
up to 21-inch Genuine  
Fine French

**Ostrich Plumes  
Six for \$5**  
Regularly sold up to \$14  
Amounts less than six plumes  
**ONE DOLLAR EACH.**  
Special Bargains in  
**Hand Knotted Willow Plumes**

**FOR THIS WEEK ONLY**  
Mail Orders Filled. Send Money Order or  
Cash. Bank References.

**The Aldell Feather Co.,**  
348 6th Ave., New York.  
UPSTAIRS, bet. 21st and 22d Sts.  
Above Singer Sewing Machine Store.  
OPPOSITE ADAMS.  
OPEN EVENINGS UNTIL CHRISTMAS

No. 1.

vertisements which appeared simultaneously in different publications. No. 1, while crude and far from being highly attractive, has at least the merit of being legible.

Doubtless in No. 2 there is some veiled allusion to ostrich plumes, but it may be questioned if many women will take the trouble to penetrate the veil of darkness for the purpose of finding out what is underneath.

The picture of the plume in No. 2 is first class, but there the attraction of the advertisement ceases. For a person of poor eyesight, the wording is well-nigh un-



No. 2.

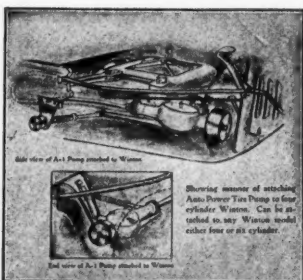
did edition of Darwin's "Origin of Species," illustrated according to the dictates of an anæmic old student. There were three hundred pictures, all diagrammatic, all involved.

The volume fell flat.

Along came a young chap with good red blood and modern ideas. He suggested issuing a new edition with pictures that told stories. The old plates were ripped out and 115,000 copies were sold of that popular edition, for "Darwin's" book is by no means uninteresting to the masses.

The Rohrbacher Wind Jammer,

in the accompanying gray and gloomy illustration could have been shown in a far more inviting manner. Doubtless some sort of a



### WE NEW YORK SHOWMEN

We present herewith out of the "Winton" four showing the Rohrbacher Wind Jammer firmly bolted to car.

### WHAT THE PUMP WILL DO

It will inflate your tire to 80 lbs. pressure in two minutes. It will instill confidence on your tour and increase your pleasure, as the flat tire is no longer feared. It will save 75% of your tire expenses. It is easily installed. Is operated without trouble. Is worth the price of your Auto when past annoyances are considered. Costs \$25.00, expressed to destination. Do not peek through the key-hole of doubt at this little wonder before you lift the latch. Let her in—install her on your car; she will not only jam your tires, but will jam away your tire troubles. Let us hear from you.

Rohrbacher Automatic Air Pump Co.  
Portland, Oregon

diagrammatical design is essential, for the Wind Jammer, like the Whiffenpoof, is an elusive crustacean, but even diagrams can be interesting.

\* \* \*

The Bartlett & Snow Co. advertisement carries the caption:

**WE CONVEY AND ELEVATE EVERYTHING.**

TACKS, SAND, ROCK, ORES,  
RED HOT IRON, MOLTON  
SLAG, COAL AND SALT

**CONVEYORS  
AND  
ELEVATORS  
MADE BY  
THE C. O. BARTLETT & SNOW CO.  
CLEVELAND, O.**

"We convey and elevate everything." The picture representing

the machinery of the conveyor or elevator, however, looks more like a badly damaged aeroplane which had alighted unexpectedly on its business end in a potato patch.

A judicious combination of black and white could have been employed to show the machine to excellent advantage even in the space which it occupies, but the method of treatment employed gives a result so obscure that it is doubtful whether any other handling could have more effectually muddled the advertisement.

It is a curious thing to reflect upon that so many advertisers insist upon introducing hand lettering into their ads.

Stop a moment and think what it costs to produce a font of type. The work is entrusted only to the most skillful letterers in the country, and the effect, when finished, is legible and harmonious throughout. The expense is not even considered, and yet, at the most modest price possible the type is at the disposal of the advertiser.

Laboring under the insane delusion that he is getting something distinctive and with an utter disregard for what is sane and logical for him to use, he clutters up his advertisement with a hand-lettered mixture which in nine cases out of ten probably destroys from fifty to seventy-five per cent of the pulling power of his copy.

### ADVERTISING A SOUTHERN CITY.

Street-car advertising in all the principal towns of Alabama and the nearby sections of the neighboring states is the latest form of publicity for the coming year by the Business Men's League of Birmingham. No decision has been made in the matter, but the value of placing cards advertising Birmingham and its possibilities in the street cars of every town in Northern Alabama is meeting some favor among the members meeting some favor among the members.

There are street car systems in Florence, Sheffield, Anniston, Decatur, Tusculumbia, Gadsden, Huntsville, Selma, Columbus, Miss.; Meridian, Miss., and Columbus, Ga. All of these towns are in easy trading distance of Birmingham. and if the plan is carried out all will probably carry advertisements of Birmingham in their street cars.

F. B. Patrick, of the Gary, Ind., Evening Post, has appointed M. C. Watson as Eastern representative. The Post has already a 4,000 circulation.

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order for one time insertion accepted for less than one dollar.

### ADVERTISING AGENCIES

**DARLOW ADVERTISING AGENCY,**  
Omaha, Neb. Newspapers and Magazines.

**ALBERT FRANK & CO.,** 25 Broad St., N.Y.  
General Advertising Agents. Established  
1872. Chicago, Boston, Philadelphia. Advertising  
of all kinds placed in every part of the world.



**R. H. Macy & Co.**  
advertising in  
**Cuba and Porto Rico**  
through the  
**Beers Advertising Agency**  
of Havana, Cuba  
New York Office: 66 Beaver Street  
Room 804, Geo. W. Dwyer, Rep.

### EFFECTIVE ADVERTISING PREPARED AND PLACED

by a well-equipped organization possessing real advertising, selling and business ability. Attention-compelling letters, business-bringing booklets, circulars and advertisements promptly prepared; expert, satisfactory work; advertising campaigns conceived and executed with economy and effectiveness. If you intend doing advertising of any kind anywhere it will pay you to know

**FOSTER DEBEVOISE COMPANY**

General Advertising

Monolith Building

New York

### ADVERTISING MEDIA

**THE Ladies' Home Journal**, is the greatest advertising medium in the world.

**THE Saturday Evening Post** covers every State and Territory

**THE Philadelphia Financial Bulletin** reaches the investing public in the United States.

**THE Textile Manufacturer**, Charlotte, N. C., leading textile publication South. Circulation increased 80% past year.

**THE Third District Review**, weekly, only Republican paper in Bowling Green and Warren County, Kentucky. Population, 30,000.

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

**THE** circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

### AD WRITERS

**Advertising Copy** **W. F. SCHILLING**  
Albany, N. Y.

**Ads. to fit your case.**  
Wm. D. Kempton, 100 W. 76th St., New York.

### Get the Business

Use attractive folders, booklets, catalogs and forceful sales getting letters. My connections enable me to supply original, high-grade matter including the writing, at moderate prices. Sketches and dummies submitted. Send along your data.

**E. EUGENE TAYLOR**, Advertising Specialist,  
Room 414-15 Commonwealth Bldg., Philadelphia

### BILLPOSTING

**FRED PEEL**, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA**, Times Building, New York City. Send for estimates.

### ENGRAVING

**KITAB ENGRAVING CO. (Inc.)**, 401 Lafayette St., New York, makers of half-tone, color, line plates. Prompt and careful service. Illustrating. **TELEPHONE: 1664 SPRING.**

### HELP WANTED

**WANTED**, circulation solicitor; must be experienced and competent. Telegram, Adrian, Mich.

**\$10,000** year can be earned anywhere with our special editions; investigate. Bond required. **Benedictine Press**, Portland, Ore.

**ARTIST WANTED**—Large trade paper publishing house wants an artist who is qualified to design, originate, and show unusual ability in illustrating for advertising service, figures, mechanical work, and anything covering a broad field. A good, permanent position is open to the man who can show the right ability in this line. Address, "Box 87," care of Printers' Ink.

**WANTED**—A young man about 25 years old, graduate of a university, of good appearance, determined to succeed, who wishes to go into the advertising business. This magazine reviews, condenses and interprets the news of the world's progress in these subjects: Music and Drama, Science and Discovery, Finance and Industry, Politics and Religion, and Literature and Art. No one who is not a reader of Current Literature and conversant with its scope, need apply. Apply by letter only, MARK A. SELSOR, Current Literature Publishing Co., 41 West 25th St., New York, N. Y.

**POSITIONS NOW OPEN**—Advg. mgrs. and solicitors, Tex. (two), \$20-25 and \$35; Ct., \$25. Ad-writer, S. C., \$30. Managing editor, Wash., \$50; O., \$35; Ct., \$30. Editorial writer, N. Y., \$30. City ed., West, \$40-45. Business mgr., Northwest, ample salary. Circulation mgrs., Ct., \$25; Tex., \$25-30. Ar lists, N. Y., \$30; West, \$45. Photo-retoucher, N. Y., \$18-22. Catalog writer-designer, Ct., \$25-30. Printing salesman, New Eng., \$25-30. Also reporters, linotype operators, etc. Established 1898. No branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

#### LISTS

**TEACHERS NAMES**—O., N. Y., Va., W. Va., S. C., Tenn., etc. In all states Supts., Prins., Special Teachers. Record Educational Co., Madisonville, O.

#### MISCELLANEOUS WANTS

**YOUNG MEN AND WOMEN** of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

#### PATENTS

##### PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY**, Washin ton, D. C. Established 1869.

#### POSITIONS WANTED

**ADVERTISING MAN**—Position wanted by experienced business man, now employed by large corporation. Am familiar with the marketing of goods; making of newspaper contracts, an expert salesman with American and Foreign experience, and the ability to write fair copy. Object in changing to get greater scope for activity. "EXPERIENCED," Printers' Ink.

#### PRESS CLIPPINGS

**MANHATTAN** Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

**ROMEIKE'S PRESS CLIPPING BUREAU**, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

#### PRINTING

**YOU** share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOUTON PRESS**, drawer 98, Cuba, N. Y.

**MODERN LANGUAGES**  
*Translations, Compositions & Plates*  
*Largest and Best Equipped Office in New England*  
**The HEINTZEMANN PRESS**  
185 FRANKLIN STREET BOSTON MASS

**GENERAL PRINTING, CATALOGUE and BOOKLET WORK.**—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.  
**WINTHROP PRESS**, 419 Lafayette St., N. Y.

#### PUBLISHING BUSINESS OPPORTUNITY

**\$10,000**

will buy a well established book publishing business now located in New York City. It is earning the present publishers about \$1,500, net, per month, and should continue to do so.

Reason for selling can be readily explained to a prospective purchaser. An unusual opportunity for a firm acquainted with the general book trade.

If you wish to buy or sell publishing property call on

**HARRIS-DIBBLE COMPANY**

Brokers in Publishing Property

71 West 23rd Street NEW YORK

# A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Birmingham, Ledger**, dy. Average for 1908, 19,370. Best advertising medium in Alabama.


**Montgomery, Journal**, dy. Aver. 1908, 9,733. The afternoon home newspaper of its city.

## ARIZONA


**Phoenix, Republican**. Daily aver. 1908, 6,861. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## COLORADO

**Denver, Post**, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1908, 88,467.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT

 **Bridgeport, Morning Telegram**, daily average for Nov., 1909, sworn, 13,321. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

**Meriden, Journal**, evening. Actual average for 1907, 7,743; average for 1908, 7,726.

**Meriden, Morning Record and Republican**. Daily aver. 1906, 7,672; 1907, 7,769; 1908, 7,729.

**New Haven, Evening Register**, daily. Annual sworn average for 1908, 16,866; Sunday, 12,867. First 6 months, 1909, 17,080 copies daily (sworn).

**New Haven, Union**. Average 1908, 16,336; E. Katz, Special Agent, N. Y.

**New London, Day**, ev'g. Aver. 1906, 6,104; average for 1907, 6,547; for 1908, 6,739.

**Norwalk, Evening Hour**. Average circulation exceeds 3,460. Sworn statement furnished.

**Waterbury, Republican**. Average for 1908, Daily, 6,325; Sunday, 6,243.

**Waterbury, Herald**, average circulation for one year from October 1, 1908 to October 1, 1909, 12,387. Largest circulation in the State.

## DISTRICT OF COLUMBIA

**Washington, Evening Star**, daily and Sunday. Daily average for 1908, 36,762 (© ©).

## FLORIDA

**Jacksonville, Metropolis**. Dy. av. 1st 6 mos., 1909, 12,907. E. Katz, Special Agent, N. Y.

**Jacksonville, Times-Union**. Average 6 mos. ending June, 1909, daily 17,806; Sunday, 19,471. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

## GEORGIA

**La Fayette, Messenger**. Weekly. Average circulation, 1908, 2,541.

## ILLINOIS

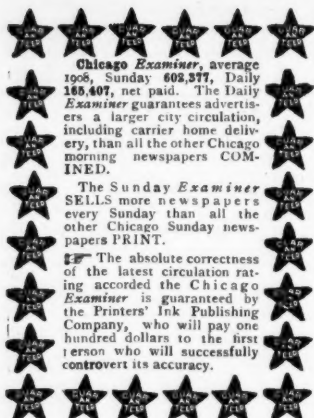
**Belvidere, Daily Republican** entitled to Roll of Honor distinction. Need more be said?

**Champaign, News**. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

**Chicago, Breeder's Gazette**, a weekly farm newspaper. \$1.75. Average sworn circulation first 9 months, 1909, 77,767 and all quality. Rate, 55 cents, flat.

**Chicago, Dental Review**, monthly. Actual average for 1908, 4,097; for 1909, 4,326.





**Chicago Examiner**, average 1908, Sunday **605,377**. Daily **165,407**, net paid. The Daily *Examiner* guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the *Chicago Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Chicago, Record-Herald**. Average 1908, daily net paid exceeding, **141,000**; Sunday net paid exceeding, **197,000**. It is not disputed that the *Chicago Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Joliet, Herald**, evening and Sunday morning. Average for 1908, **6,808**.

**Libertyville, Business Philosopher**, mo.; mercantile. Av. 1908, **16,608**. A. F. Sheldon, Ed.

**Peoria, Evening Star**. Circulation for 1908, **30,911**.

**Stirling, Evening Gazette**, average circulation for 1908, **4,409**. First six months, 1909, **4,933**.

### INDIANA

**Evansville, Journal-News**. Average, **18,183**. Sundays over **15,000**. E. Katz, S. A., N. Y.

**Notre Dame, The Ave Maria**, Catholic weekly. Actual net average, **26,113**.

**Princeton, Clarion-News**, daily and weekly. Daily average, **1,577**; weekly, **2,641**.

**South Bend, Tribune**. Sworn average Sept. 1909, **10,271**. Best in Northern Indiana.

### IOWA

**Burlington, Hawk-Eye**, daily. Average 1908, **9,139**. "All paid in advance."

**Davenport, Times**. Daily aver. Nov., **17,372**. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Dubuque, Times-Journal**, morning and eve. Daily average, 1908, **12,664**; Sunday, **14,751**.

**Washington, Eve. Journal**. Only daily in county. 1,900 subscribers. All good people.

### KANSAS

**Hutchinson, News**. Daily 1907, **4,670**; 1908, **4,835**. E. Katz, Special Agent, N. Y.

### KENTUCKY

**Lexington, Herald**. D. av., 1908, **7,194**. Sunday, **8,255**. Week day, **7,006**. Com. rates with *Gazette*.

**Lexington, Leader**. Average for 1908, evening, **5,445**, Sunday **6,878**. E. Katz.

**Louisville, The Times**, evening daily, average for 1908 net paid **43,940**.

### MAINE

**Augusta, Comfort**, monthly. W. H. Gannett, publisher. Actual average, **1,294,458**.

**Augusta, Kennebec Journal**, daily average 1908, **8,826**. Largest and best cir. in Cent. Me.

**Bangor, Commercial**. Average for 1908, daily **10,070**; weekly, **26,737**.

**Phillips, Maine Woods and Maine Sportsman**, weekly. J. W. Brackett Co. Av. for 1908, **7,977**.

**Portland, Evening Express**. Average for 1908, daily **14,451**. Sunday *Telegram*, **10,001**.

### MARYLAND

**Baltimore, American**. Daily average for 1908, **74,702**; Sunday, **92,879**. No return privilege.

**Baltimore, News**, daily. News Publishing Company. Average 1908, **84,395**. For Nov., 1909, **86,091**.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



### MASSACHUSETTS

**Boston, Evening Transcript** (C). Boston's tea table paper. Largest amount of week day ad.



**Boston, Globe**. Average 1908, daily, **176,297**; Sunday, **319,790**. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price. During 1908 The *Boston Globe* printed a total of 22,450 columns, or 6,869,700 lines of advertising. This was 7,445 more columns, or 2,443,225 more lines than appeared in any other Boston newspaper.



### BOSTON TRAVELER

Established 1825.

Average circulation for July, 1909, **99,582**;

August, **99,970**; September, **102,389**.

The character and distribution of its circulation ensure results to advertisers. No questionable copy accepted.

**Human Life**, The Magazine About People. Guarantees and proves over **200,000** copies monthly.

**Clinton, Daily Item**, net average circulation for 1908, **3,090**.

**Fall River, Globe**. The clean home paper. Best paper. Largest cir. Actual daily av. 1908, **7,473**.

**Lawrence, Telegram**, evening, 1908 av. **8,949**. Best paper and largest circulation in its field.

**Lynn, Evening Item**. Daily sworn av. year 1907, **16,522**; 1908, average, **16,396**. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

# Boston Post's GREATEST November

AVERAGES, NOV., 1909

**The Sunday Post**  
**259,374**

Gain of 21,935 Copies  
Per Sunday over Nov., 1908

**The Daily Post**  
**294,823**

Gain of 27,048 Copies  
Per Day over Nov., 1908

**Salem, Evening News.** Actual daily average for 1908, **18,332**.

**Worcester, Gazette,** eve. Aver. first 5 months, 1909, **16,878**; Largest evening circulation.

**Worcester, L'Opinion Publique,** daily (©©). The only Gold Mark French daily in the U. S.

## MINNESOTA

**Detroit, Michigan Farmer.** Read by all Michigan farmers. Ask any advertiser. **80,000**.

★ **Jackson, Patriot,** Aver. Nov., 1909, daily **10,878**, Sunday **11,718**. Greatest circulation.

**Baginaw, Courier-Herald,** daily. Only Sunday paper; aver. for 1908, **14,330**. Exam. by A. A. A.

**Baginaw, Evening News,** daily. Average for 1908, **19,886**; Nov., 1909, **22,390**.

## MINNESOTA

**Duluth, Evening Herald.** Daily average **23,093**. Largest by thousands.

**Minneapolis, Farm, Stock and Home,** semi-monthly. Actual average for six months ending Oct. 15, 1909, **101,150**.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

**Minneapolis, Farmers' Tribune,** twice-a-week. W. J. Murphy, publisher. Aver. for 1908, **28,270**.

**Minneapolis, Svenska Amerikanska Posten.** Swan J. Turnblad, publisher, 1908, **53,361**.

**CIRCULATION** **Minneapolis, Tribune,** W. J.

Murphy, publisher. Established 1867. Oldest Minneapolis daily.

The Sunday Tribune average per issue for the year ending December, 1908, was **68,300**. The daily

Tribune average per issue for the year ending December, 1908, was **90,117**.

by Am. Newspaper Directory.



**Minneapolis, Journal,** Daily and Sunday (©©). In 1908 average daily circulation evening only, **75,630**. In 1908 average Sunday circulation, **72,419**. Daily average circulation for Nov., 1909, evening only, **75,603**. Average Sunday circulation for Nov., 1909, **80,256**. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



## MISSISSIPPI

**Biloxi, Herald,** evening. Average circulation for 1908, **1,095**. Largest on Mississippi Coast.

## MISSOURI

**Joplin, Globe,** daily. Average, 1908, **16,548**. E. Katz, Special Agent, N. Y.

**St. Joseph, New-Press.** Circulation, 1908, **38,320**. Smith & Budd, Eastern Reps.

**St. Louis, National Druggist** (©©), Mo. Henry R. Strong, Editor and Publisher. Average for 1908, **9,167**. Eastern office, 508 Tribune Bldg.

**St. Louis, National Farmer and Stock Grower,** Mo. Actual average for 1908, **104,708**.

## NEBRASKA

**Lincoln, Deutsch-Amerikan Farmer** weekly. **142,390** for year ending Dec. 31, 1908.

**Lincoln, Freie Press,** weekly. Average year ending Dec. 31, 1908, **142,440**.

## NEW JERSEY

**Camden, Daily Courier.** Actual average for year ending December 31, 1908, **8,870**.

**Jersey City, Evening Journal.** Average for 1908, **24,078**. Last three months 1908, **25,021**.

**Newark, Evening News.** Largest circulation of any newspaper in New Jersey.

**Trenton, Evening Times.** Yearly average, 1906, **18,237**; 1907, **20,270**; 1908, **21,326**.

## NEW YORK

**Albany, Evening Journal.** Daily average for 1908, **16,930**. It's the leading paper.

★ **Brooklyn, N. Y. Printers' Ink** says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1908, **52,286**.

**Buffalo, Courier,** morn. Average, Sunday, **91,447**; daily, **81,604**; **Enquirer,** evening, **24,570**.

**Buffalo, Evening News.** Daily average for 1906, **94,473**; 1907, **94,843**; 1908, **94,033**.

**Gloversville and Johnstown, N. Y. The Morning Herald.** Daily average for 1908, **8,132**.

**Mount Vernon, Argus,** eve. Daily av. cir. 11 mos. ending Nov. 30, 1909, **4,934**. Only daily here.

★ **Newburgh, Daily News,** evening. Average circulation entire year, 1908, **6,229**. Circulates throughout Hudson Valley. Examined and certified by A. A. A.



## NEW YORK CITY

*Army and Navy Journal*. Est. 1863. Weekly average, 7 months ending July 31, 1900, 10,623.

*Baker's Review*, monthly. W. R. Gregory Co., publishers. Actual average for 1908, 6.700.

*Clipper*, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1908. 26.022 (66).

*Leslie's Weekly*, 225 Fifth Avenue, Leslie-Judge Co. **200,000** guaranteed.

*The Tea and Coffee Trade Journal.* Average circulation for 10 months to October 1909, 6,850; August, 1909 issue, 20,000.

*The World.* Actual average, Morning, 345,424. Evening, 405,172. Sunday, 483,335.

**Poughkeepsie, Star,** evening. Daily average for first five months 1900, 4,827; May, 5,342.

**Rochester, Daily Abendpost.** Largest German circulation in state outside of New York City.

Schenectady, Gazette, daily. A. N. Liecty.  
Actual Average for 1908, 16,760.

**Schenectady, Star, Daily aver. 1908, 10,808.**  
Sheffield Special Agency, Tribune Bldg., N. Y.

**Syracuse, Evening Herald**, daily. Herald Co., pub. Aver. 1908, daily 34,067; Sunday, 40,951.

**Troy, Record.** Average circulation 1908, 20,402. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical contractor, mo.  
Average for 1908, 2,583.

Utica, Press, daily. Otto A. Meyer, publisher.  
Average for year ending Jan 1, 1909, 16,374.

**OHIO**

**Cleveland, Ohio Farmer.** Leads all farm papers in paying advertisers. 100,000.

**Cleveland, Plain Dealer.** Est. 1841. Act. daily and Sunday average 1908, 78,391, Nov., 1909, 82,163 daily; Sunday, 107,940.

**Columbus, Midland Druggist and Pharmaceutical Review**, 43rd annual volume. Best medium for reaching druggists of the Central States.

Dayton, *Journal*. Actual average,  
21.217.

**Springfield, Farm and Fireside**, over  $\frac{1}{4}$  century leading Nat. agricult'l paper. '08, 463,716.

**Youngstown, Vindicator.** D'y av., '08, 15,000; Sy., 10,400; LaCoste & Maxwell, N. Y. & Chicago.

**OKLAHOMA**

Muskogee, *Times-Democrat*. Average 1907, 6,659; for 1908, 6,659. E. Katz, Agent, N. Y.


Oklahoma City, *The Oklahoman*. 1908 aver.,  
26,955; Nov., '00, 31,215. E. Katz, Agent, N.Y.

## OREGON


**Portland, The Oregonian, (66)** November average circulation. Sundays, 52,930; Daily, 41,828. For over 50 years the great newspaper of the Pacific Northwest. More circulation in Portland and Oregon than any other newspaper. Also more foreign, more local, and more classified advertising.

## PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1908, 7,888.  
N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

 **Erie, Times, daily.** Aver. for 1908, 18,487; Nov., '09, 20,638. A larger guaranteed pd. cir. than all other Erie papers combined. E. Katz, Special Agt., N.Y.

**Harrisburg, Telegraph.** Sworn average Nov., 1909, 16,403. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

 **Johnstown, Tribune.** Average for  
Oct., 1909, 12,710. Only evening  
paper in Johnstown.

# In Philadelphia It's The Bulletin

Net Daily Average for November:

248,025

COPIES A DAY

A copy for nearly every Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,  
J. E. Verree, Heyworth Bldg.  
New York Office,  
Dan A. Carroll, Tribune Bldg.

Philadelphia, *The Camera*, is the only best photographic monthly. It brings results. Average for 1908, \$8.25.

Philadelphia, *Confectioners' Journal*, mo  
Average 1907, 5,514; 1908, 5,517 (©©).

Only *one* agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded *all four* of PRINTERS' INK's distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (G.M.). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK's investigation proved it to be the *best agricultural paper*; was awarded the Gold Marks because advertisers value it more for *quality* than quantity.

**Philadelphia.** The *Press* (☺☺) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Nov., 1909, 87,057; the Sunday *Press*, 169,363.

Washington, *Reporter and Observer*, eve. and morn. dy. av., '08, 11,734. They cover the field.



West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1908, 15,944. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, *Dispatch and Daily*. Average for 1908, 18,471.

### RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation, 1908, 18,185—sworn.



Providence, *Daily Journal*. Average for 1908, 20,210 (©©). Sunday, 25,861 (©©). *Evening Bulletin*, 20,373 average 1908.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R.I. Aver. 6 mos., 8,066.

### SOUTH CAROLINA

Charleston, *Evening Post*. Actual daily average 1908, 4,888.



Columbia, *State*. Actual average for first six months, 1909, daily (©©) 14,490, Sunday (©©) 14,951.

Spartanburg, *Herald*. Actual daily average circulation for 1908, 2,992.

### SOUTH DAKOTA

Sioux Falls, *South Dakota Farmer*. Best Mail Order Medium. The only weekly farm paper in the state.

### TENNESSEE

Knoxville, *Journal and Tribune*. Week-day av. year ending Dec. 31, 1908, 15,885. Week-day av. November and December, 1908, 16,909.

Memphis, *Commercial Appeal*, daily, and Sunday, average first 6 mos., 1909: Daily, 48,880; Sunday, 70,015. Smith & Budd, Representatives, New York and Chicago.

Nashville, *Banner*, daily. Average for year 1908, 31,488; for 1907, 30,308; for 1906, 30,554.

### TEXAS

El Paso, *Herald*, March aver. 10,002. Only El Paso paper examined by A. A. A.

### VERMONT

Barre, *Times*, daily. F. E. Langley. Average for 1908, 4,775. Examined by A. A. A.

Burlington, *Free Press*. Daily average for 1908, 8,602. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, *Argus*, dy., av. 1908, 3,337. Only Montpelier paper examined by the A. A. A.

Rutland, *Herald*. Average, 1908, 4,556. Only Rutland paper examined by A. A. A.

St. Albans, *Messenger*, daily. Average for 1908, 3,132. Examined by A. A. A.

### VIRGINIA

Danville, *The Bee*. Av. 1908, 2,066; Nov., 1909, 3,713. Largest circulation. Only evening paper.

### WASHINGTON



Seattle, *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Aug. '09, cir. of 55,395 daily, 81,582 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1906-'07-'08 *Times* beat its nearest competitor 6,997,466 lines.

Tacoma, *Ledger*. Average 1908, daily, 18,732. Sunday, 26,729.

Tacoma, *News*. Average for year, 1908, 18,768.

### WISCONSIN

Janesville, *Gazette*. Daily average, Nov., 1909, daily, 5,340; semi-weekly, 1,862.

Madison, *State Journal*, daily. Actual average for 1908, 5,090.

Milwaukee, *Evening Wisconsin*, daily. Average for 6 mos. ending Nov. 30, 1909, 40,070 (©©). The great Home Paper of Wisconsin.



Milwaukee, *The Journal*, evs., Ind. daily. Daily average for 12 mos., 58,958; for Nov., 1909, 58,424; daily gain over Nov., 1908, 1,449. Over 50% of Milwaukee homes. Flat rate 7 cents per line. Supreme in its field for both classified and display advertising.

Oshkosh, *Northwestern*, daily. Average for April, 1908, 9,348. Examined by A. A. A.

Racine, *Journal*, daily. Av. for 12 months ending Dec. 1, 1909, 4,698; Nov., 4,827.



**THE WISCONSIN AGRICULTURIST**

Racine, Wis., Established, 1877. Actual weekly average for year ending June 30, 1909, 60,762. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

### WYOMING

Cheyenne, *Tribune*. Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,490.

### BRITISH COLUMBIA

Vancouver, *Province*, daily. Av. for 1908, 15,923; Oct., '08, 16,810; Oct., '09, 19,008; H. DeClerque, U. S. Repr., Chicago and New York.

### MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1908, daily, 37,095; daily Nov., 1909, 41,611; weekly 1908, 27,428; Nov., 1909, 28,221.

Winnipeg, *Der Nordwestern*. Canada's German newspaper. Av. 1908, 17,645. Rates 56c. in.

Winnipeg, *Telegram*, dy. av. Nov., '09, 25,500, (Saturday av., 35,000). Farmers' Weekly, same period, 29,810.

### QUEBEC, CAN.

Montreal, *La Presse*. Actual average, 1908, daily 99,239, weekly 46,933.

# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE Denver *Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

## DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☉☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

## ILLINOIS

THE *Champaign News* is the leading Want ad. medium of Central Eastern Illinois.

THE *Chicago Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

## INDIANA

### THE INDIANAPOLIS STAR

The Leading "Want Ad" medium of the State, publishes more paid classified advertising than any other paper in Indiana.

#### RATE

All Classifications One Cent Per Word.  
Only Sunday Paper in Indianapolis.

## MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

## MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

THE *Boston Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE *Boston Globe*, daily and Sunday, for the year 1908, printed a total of 417,908 paid Want Ads. This was 233,144, or more than twice the number printed by any other Boston newspaper.



## MINNESOTA

CIRCULATING THE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the 8 months ending August 31st, 1,449,994 lines of classified advertising. Rates: 1 cent a word, cash with order;—or 10 cents a line, where charged—daily or Sunday.



by Printers' Ink Pub. Co.

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Nov., 1909, amounted to 172,074 lines; the number of individual ads published were 23,486. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



## MISSOURI

THE *Joplin Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

THE *Anaconda Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,206 Sunday.

## NEW JERSEY

THE *Jersey City Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

## NEW YORK

THE *Albany Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE *Buffalo Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

## OHIO

THE *Youngstown Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

THE *Oklahoman*, Okla. City, 31,215. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

THE *Chester, Pa., Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## SOUTH DAKOTA

THE *Aberdeen Daily American*—the popular Want Ad medium of the Dakotas.

THE *Sioux Falls Daily Press* carries 40% more advertising than any other South Dakota paper; 100% more of Want ads.

## UTAH

THE *Salt Lake Tribune*—Get results!—Want Ad Medium for Utah, Idaho and Nevada.

## CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 99,239—sworn to.) Carries more Want Ads than any newspaper in Montreal.

## (◎◎) Gold Mark Papers (◎◎)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high-class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (◎◎).

### ALABAMA

The Mobile Register (◎◎). Established 1821. Richest section in the prosperous South.

### DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, 1906, 36,762 (◎◎).

### GEORGIA

Atlanta Constitution (◎◎). Now & always, the Quality Medium of Georgia.

Savannah Morning News, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

### ILLINOIS

Bakers' Helper (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Grain Dealers Journal (◎◎). Chicago, the grain trade's accepted medium for "Want" ads.

The Inland Printer, Chicago (◎◎). Actual average circulation for 1906, 15,866.

### KENTUCKY

Louisville Courier-Journal (◎◎). Best paper in city; read by best people.

### MAINE

Lewiston Evening Journal, daily, average for 1907, 7,784; weekly, 17,545 (◎◎); 7.44% increase daily over last year.

### MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston Evening Transcript (◎◎), established 1830. The only gold mark daily in Boston.

Worcester L'Opinion Publique (◎◎). Only French paper among 75,000 French population.

### MINNESOTA

The Minneapolis Journal (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

### NEW YORK

Army and Navy Journal, (◎◎). First in its class in circulation, influence and prestige.

Brooklyn Eagle (◎◎) is THE advertising medium of Brooklyn.

Century Magazine (◎◎). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (◎◎). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (◎◎). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousands of advertisers. Circulation over 16,000 weekly.

The Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (◎◎). Established 1801.

The only Gold Mark evening paper in New York.

"The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

New York Herald (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

Vogue (◎◎) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

### OREGON

Better Fruit, (◎◎) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (◎◎), established 1861. The great newspaper of the Pacific Northwest.

### PENNSYLVANIA

The Press (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions—November, 1906, sworn net average, Daily, 87,057; Sunday, 162,263.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

### RHODE ISLAND

Providence Journal (◎◎), a conservative enterprising newspaper without a single rival.

### SOUTH CAROLINA

The State (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

### VIRGINIA

Norfolk Landmark (◎◎). Oldest and most influential paper in tidewater.

### WASHINGTON

The Seattle Times (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

### WISCONSIN

The Milwaukee Evening Wisconsin (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

### CANADA

The Halifax Herald (◎◎) and the Evening Mail. Circulation 15,558, flat rate.

The Globe, Toronto (◎◎), is backed by 64 years of square dealing.

## Business Going Out

One of the local mail-order jewelry houses is sending contracts to a large list of newspapers and mail-order papers through the Parkman Advertising Agency. The right of this concern to be classed as an advertising agency is under investigation.

Wood, Putnam & Wood are placing the advertising of the Reid Publishing Co. in metropolitan dailies and leading literary publications. Additional copy is going out from this agency to New England papers for the Butterick Publishing Company, of New York.

Mr. George W. Hopkins, who built up the business of the Johnson Educator Food Company through advertising, has severed his connection with that concern to accept a position with the Loose-Wiles Company, manufacturers of the Sunshine Biscuits and food products.

Additional newspapers are being taken on for the advertising of Dr. Daniels' Liniment and horse remedies. The advertising is placed by the Ernest J. Goulston Agency, 17 Milk street.

Contracts are going out to daily newspapers for reading notices on the Lung Kuro business through the C. Brewer Smith Advertising Agency, 85 Devonshire street.

Soon after the first of the year the appropriation and magazine list of the Makaroff Cigarette Co. will be decided upon. The contracts will be placed, as in the past, by the Keeler Advertising Agency, Chicago.

The Boston & Maine R. R. campaign for 1910 will not come up for consideration until the latter part of January. Mr. Farnsworth will continue to handle its appropriation.

Mr. Burrill, formerly with the Cowen Agency, has left that concern and is now with the Old Colony Trust Company. His accounts are to be handled by Mr. Cowen and Mr. Pierce.

Lewando's, one of the leading Boston dye houses, is holding up renewals on many of its newspaper contracts, pending the return of Mr. Crosby, general manager, February 1, 1910.

The Boston Safe Deposit and Trust Company will not send out any new contracts until it is settled in its new building about March 1, 1910. At that time quite an extensive newspaper campaign is planned.

Contracts are going out from the Boston office of the Frank Presbrey Company for the advertising of the Baltimore & Ohio R. R. Copy measures three inches and covers the winter and spring campaign. Daily newspapers in New England are used.

The advertising of Hilton & Co., druggists' specialties, Portland, Me., is being handled by the L. A. Hinds Advertising Agency of that city. Small copy covering three months' time is being sent out to country papers.

The F. P. Shumway Company are sending out orders to general publications for the advertising of the Bowker Insecticide Company. Copy measures fifty-six lines and runs for three months. This agency has secured the appropriation for 1910 of Pacific Mills. Plans are being made for an extensive campaign to advertise their Serpentine Crêpe.

Contracts are being sent to newspapers generally by the Wm. L. Douglas Shoe Company. The space used is five inches, running twice a week for five months. The contracts are placed direct by F. L. Erskine, advertising manager, Brockton, Mass.

The James T. Wetherald Agency is handling an appropriation for Dr. E. S. Sloan, exploiting Sloan's Liniments. Newspapers are used throughout the country on a spring campaign. Western and Southwestern papers are specially desired for this advertising.

The Atlas Rubber Company, with a Boston office at 751 Boylston Street, will make up a list of magazines shortly after the first of the year. It will advertise its puncture-proof automobile tires, and orders will go out through Hill & Stocking, Pittsburg, Pa.

The Toppan Boat Manufacturing Company has discontinued the advertising of its Japanola game owing to its lack of facilities for turning out the goods. A list for the advertising of its power boats will be made up shortly after the first of the year.

The Electric Storage Battery Company is planning a strong campaign in general magazines and automobile trade papers. This account is handled by the Bates Agency, of New York.

The Ireland Agency is making up a list of general magazines for the Patterson Manufacturing Company.



A selected list of newspapers will be used by the Philadelphia office of the J. Walter Thompson Company to advertise "Parvine." Orders are for 525 lines, six times.

Orders are being sent to the leading magazines by St. Clair, Edwards Company for the advertising of "Wilbur's Velour Chocolate."

The Keystone Lubricating Company is making contracts for large space with automobile publications.

Parlin & Orendorf, manufacturers of agricultural implements, Canton, Ill., will begin an extensive campaign in farm papers beginning with January issues. Contracts and orders for 100-line copy are being sent out through H. W. Kastor & Sons to all farm papers west of Ohio.

The Hagood Plow Company, Alton, Ill., is sending out orders to farm papers and weeklies of dailies published in the Northwest, Central West and South, through E. H. Clarke Advertising Company, Chicago. Fifty-six line display copy is being used in December issues.

Roberts, Johnson & Rand Shoe Company, St. Louis, is sending out its annual statement of shipments for the year to 125 metropolitan dailies, to appear during the week of December 19th in the daily editions. Orders for copy measuring 1,500 lines are going out through H. W. Kastor & Sons, same city.

H. W. Kastor & Sons' Kansas City office is sending out orders to a big list of daily newspapers for a ten-line reader for the Actina Appliance Company, same city.

Nelson, Chesman & Co., St. Louis, are sending out orders for five-line display for the Eureka Poultry Food Mfg. Co., East St. Louis, Ill., to a list of farm and mail-order papers, advertising for agents. Copy starts with January issues.

E. Myers Lye Company, St. Louis, Mo., is using farm papers in Kansas on a try-out order for "Merry-War" Lye. One hundred and fifty line display copy is being ordered for four insertions. Orders being placed by H. W. Kastor & Sons, St. Louis.

The Brown Shoe Company, St. Louis, is sending out orders through Nelson, Chesman & Co., same city, to a list of daily newspapers published in the Southwest.

Hagood Manufacturing Company, St. Louis, is sending out orders for two hundred lines for January to a big list of mail order papers, magazines and weeklies of dailies, through H. W. Kastor & Sons' St. Louis office.

D'Arcy Advertising Company, St. Louis, has been awarded contract for placing the advertising for the B. T. Babbitt Soap Company, New York. Announcement of plans for a campaign which will be started next year will be made later.

The Pacific Trading Company, St. Louis, advertising "Walnutta" Hair Stain, is sending out orders through Nelson, Chesman & Co., same city, to a list of dailies on the Pacific Coast. Twenty-one lines display is being ordered ten times in Sunday editions.

The London Morning Leader was the originator of the signed advertisement articles, having engaged Raymond Blothwoyt, probably the highest paid interviewer in England. The Morning Leader has recently had success with a unique form of circular—a facsimile telegraph blank, adapted to advertising needs, which are sent to advertisers with stamps, and addressed "personal."

## AN ADVERTISING MAN WHO CAN "MAKE GOOD."

### AGENCY AND GENERAL EXPERIENCE.

I want a position with some GROWING AGENCY.

Or with some broad-minded business firm who realize the value of sensible advertising as a business asset and want a PRACTICAL man to take charge of that end of their business.

Outside of my experience in the advertising departments of two well-known New York firms, I have had a varied experience as the business manager of an out-of-town ADVERTISING SERVICE AGENCY.

For almost two years I have been in full charge of the affairs of this firm, and it has been an exacting position.

Getting prospects and closing business was ONE of my duties; WRITING and DESIGNING snappy ADVERTISEMENTS, BOOKLETS and MISCELLANEOUS MATTER, laying selling plans and carrying out advertising campaigns for their clients THAT brought THE MOST RESULTS on the SMALLEST POSSIBLE EXPENDITURE, these have been some of my other duties.

I've stuck close to the job and "made good," and I believe my employers will tell you that I have given them ability plus energy and loyalty, and that I have been very much of a profitable investment to them.

I am leaving these people very much against my will—and theirs—but circumstances beyond my control force me to take the step.

Am 26 years old, married; will accept \$32 to start and MAKE myself worth more. New York or Brooklyn preferred. D. K., care PRINTERS' INK.

# To Publishers Who Have Gone Ahead in 1909

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FROM the advertiser's standpoint, all publications are divided into two classes:

First, those that are on the up-grade.

Second, those that are on the down-grade.

Advertisers are live people. They deal with the issues of TO-DAY. They have to keep up-to-date. They are not interested in where publications stood ten, twenty or thirty years ago. They want the facts *right up to the minute*.

## Printers' Ink's Annual Review Number

Will be Issued January 19, 1910

Press-day, January 13

Our Annual Review Number will give publishers who have actually accomplished something in 1909 a chance to talk.

Publications that have gone backward will naturally want to keep pretty quiet.

But the *live* ones, the *winners*, the *comers* will all be represented in PRINTERS' INK'S Annual Review Number.

It will be a great line-up. Advertisers will want to know which side of the fence you are on.

If a balancing of your books for 1909 proves gratifying, don't fail to get the story in PRINTERS' INK'S Annual Review Number.

Book your space *now*. The best positions go to those who speak first.

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**Printers' Ink Publishing Co.**  
12 West 31st St., New York

BOSTON

CHICAGO

ST. LOUIS

LONDON



Newtown Pippins grown in Hood River sold this year at \$2.40 per box. Spitzenburgs sold at \$2.50 to \$3.35 per box. The grower spends his money. Are you getting any of it? An ad in **BETTER FRUIT** will reach him,

## The Fruit Growers of the North-West Have Money

They are a prosperous people — demanding the best of everything and possessing the cash to pay for what they want.

## Have You Something to Sell Them?

Would you like to put your proposition before 10,000 of these well-to-do, well educated people each month?

An Ad In **“BETTER FRUIT”** Will Do It

*Send for sample copies and advertising rates*

E. H. SHEPARD, Publisher  
Hood River, Oregon

# An Export Trade

**The best insurance against  
business depression at home**

Concentrate your selling efforts in Great Britain and the British colonies.

Their language is yours.

Their business methods are your methods.

They can read your letters and you can read theirs without a translator's assistance.

London is the heart of Great Britain. Great Britain is the heart of the British Empire. Win the heart and you capture the whole.

To reach the 45,000,000 consumers of the British Isles and influence the 400,000,000 of the British Empire

## ADVERTISE IN

**THE TIMES (London)**

**THE DAILY MAIL (London)**

**THE DAILY MIRROR (London)**

**THE EVENING NEWS (London)**

**THE PARIS MAIL (Paris)**

**THE OVER-SEAS MAIL (London)**

**THE WEEKLY DISPATCH (London)**

**THE TIMES (London) Weekly Edition**

*For Advertising Rates and General Merchandising  
Information Apply to*

**WILLIAM H. MAXWELL, JR.**

THE WINDSOR ARCADE

46th STREET AND FIFTH AVE., NEW YORK CITY

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